

THE MANUFACTURING CONFECTIONER

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PLANT MANAGEMENT, PRODUCTION METHODS, MATERIALS, EQUIPMENT, PURCHASING, SALES, MERCHANDISING

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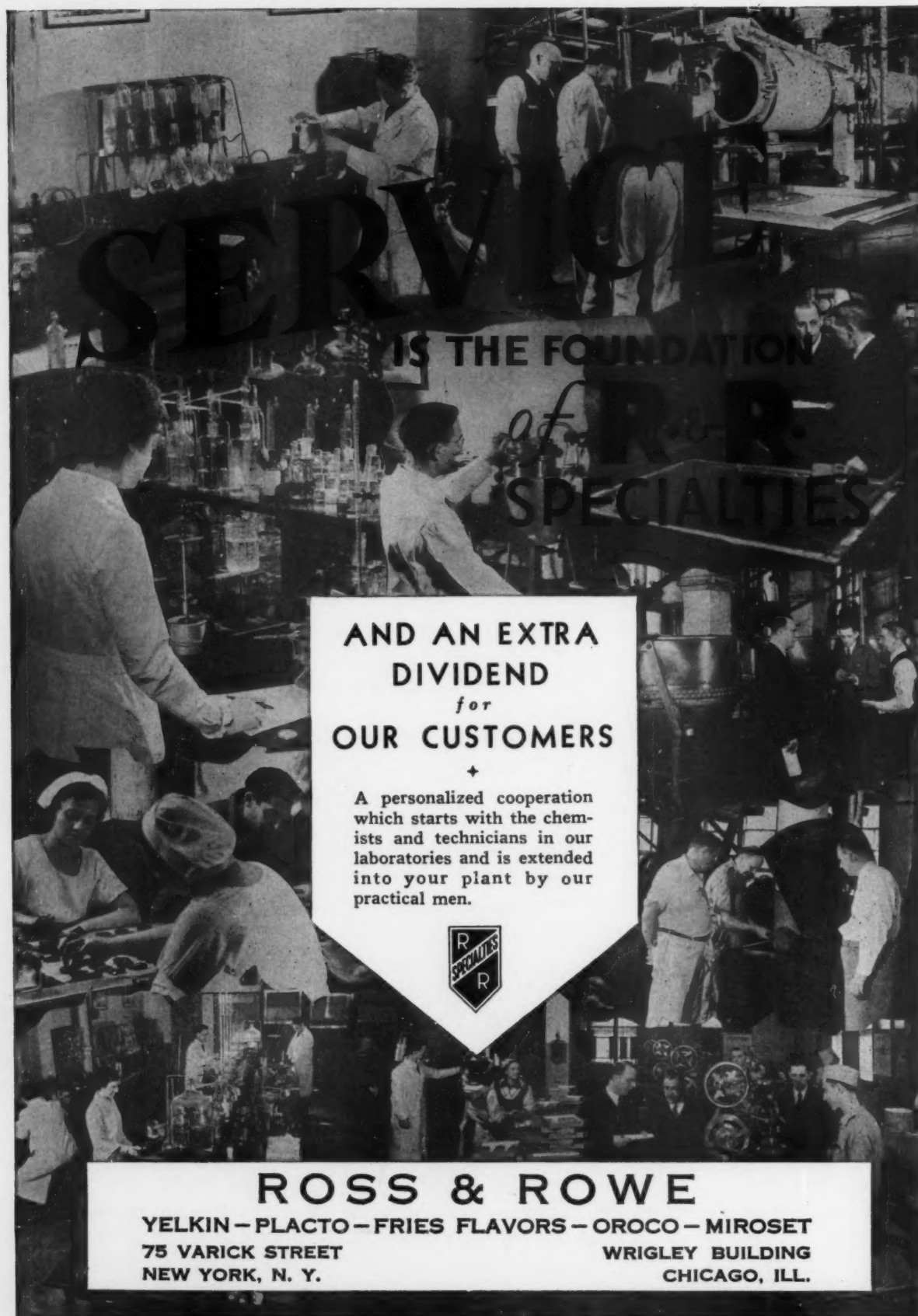
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THE MANUFACTURING CONFECTIONER



THE 56th. N.C.A. CONVENTION IN BRIEF

UNDER the able direction of A. H. Shotwell, general convention chairman, the National Confectioners Association completed a busy and absorbing four-day convention program at the Palmer House in Chicago, May 22-25. Combined with the most representative and outstanding exposition of the associated trades held in recent years, the convention was said by many of those attending its sessions to have been the best held in a number of years.

Assurance that there would be a large attendance for the entire duration of the meet was given at the opening luncheon meeting on Monday, when a representative crowd heard Ole Salthe, consultant with the Food and Drug Administration in Washington, talk about the New Food, Drug and Cosmetic Law and its practical application to the confectionery industry. Mr. Salthe developed the theme that in itself the new law did not present unusually difficult problems for the Candy industry, but that many of the problems which at present loomed large in the minds of manufacturers were the result of their own reluctance to adapt themselves and their thinking to the new order of things. He stated that the manufacturer with an honest intent would have no difficulty under the new law even though his labels and packages did not conform 100 per cent to the demands of the law. He said the Food-Drug Administration was not out after



A. H. Shotwell, General
Convention Chairman

seizures, prosecution and condemnation under the provisions of the new law, but wanted wholehearted cooperation and good faith so that the attendant difficulties arising from the new law and its regulations for both the Administration and the manufacturers could be ironed out as they occurred.

Lively discussion and questioning followed the address, and many listeners came forward with questions relating to problems they had encountered in trying to comply with the new law. Despite backstage interference, Mr. Salthe was able to give satisfactory answers to the

questions and rendered a number of valuable opinions to questioners.

At this same session, also, came the report of the Candy Standards Committee, read by C. O. Dicken, E. J. Brach & Sons Co., chairman of the committee. In his report, Mr. Dicken reviewed the entire activity of the committee, from the time of its appointment as a sub-committee of the N.C.A.'s legislative committee to date. In general, the Dicken report indicated that arrival at points of agreement in Candy Standards presented such herculean difficulties that for the time being, at least, the industry should withdraw its petition to the Federal Food Standards Committee to have Standards of Identity and Quality established. The recommendation was based on a number of factors:

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President



HARRY R. CHAPMAN

2nd Vice President



S. W. HALLSTROM

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Treasurer



FRANK KIMBELL

Executive
Vice President



A. M. KELLY

Secretary



MAX F. BURGER



N.C.A. Directors I. C. Parker and Warren Watkins

"1. Promulgation of standards for candy will unquestionably be delayed at least two years on advice of the Food-Drug Administration. A huge sum of money will be spent in the interim to place all ingredients on the face of our labels. If standards are adopted, an equal sum will have to be spent to meet the new conditions.

"2. Should standards be established eventually, it would still be mandatory to use specific informative labeling of those products which contain (a) artificial flavors, (b) artificial colors, (c) preservatives, (d) harmless resinous glaze, and (e) any ingredients other than those enumerated in the standards.

"3. It would surely be in the interests of persons allergic to certain foods to list all ingredients.

"4. It is the feeling of a large number of our members that once standardized, it will be a difficult and slow process to have revisions made to conform with (a) changes in competitive conditions, (b) introduction of new and wholesome ingredients, and (c) development of new products.

"5. While we have finally agreed on standards of identity, diametrically opposed viewpoints are strongly held by experienced and highly respected members in our ranks as to what actually constitutes equitable stand-

New N.C.A. Officers and Directors

Officers

President: Harry S. Chapman, V. P., New England Confectionery Co., Cambridge, Massachusetts.
 1st Vice President: Harry L. Brown, Brown & Haley, Tacoma, Washington.
 2nd Vice President: S. W. Hallstrom, V. P. Walter H. Johnson Candy Co., Chicago, Illinois.
 Treasurer: Frank J. Kimbell, President, Kimbell Candy Co., Chicago, Illinois.
 Executive Vice President: A. M. Kelley.
 Secretary: Max F. Burger, Chicago, Illinois.

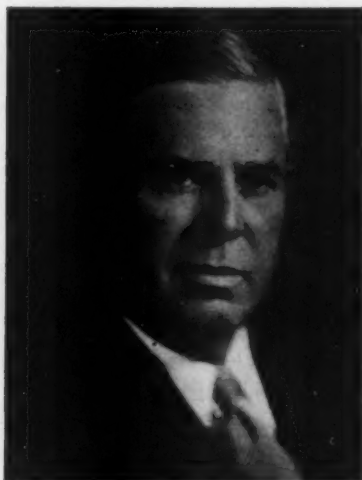
Directors

C. W. Douglas, Douglas Candy Co., St. Joseph, Missouri; H. B. Fisher, Durand Co., Cambridge, Massachusetts; R. L. Henderson, Norris, Inc., Atlanta, Georgia; Herman L. Hoops, Hawley & Hoops, New York, N. Y.; Albert Horowitz, Up-To-Date Candy Mfg., New York, N. Y.; Bob McCormack, Bob's Candy and Pecan Co., Albany, Georgia; Ira W. Minter, Minter Brothers, Philadelphia, Pennsylvania; I. C. Parker, Pangburn Company, Ft. Worth, Texas; Thomas J. Payne, Reed Candy Co., Chicago, Illinois; Chester E. Roberts, Imperial Candy Co., Seattle, Washington; A. J. Schlirf, Henry C. Garrott, Inc., St. Paul, Minnesota; Otto Schnering, Curtiss Candy Co., Chicago, Illinois; Charles L. Supplee, Frantz Candies, Inc., Lancaster, Pennsylvania; Warren H. Watkins, W. H. Watkins, Los Angeles, California; and H. G. Ziegler, George Ziegler Co., Milwaukee, Wisconsin.

ards of quality. Quality standards, moreover, would automatically plunge the industry into definite grade classifications, thereby increasing the defenselessness of our unorganized selling units.

"6. Placing all ingredients on our labels should help to increase the confidence of the candy-consuming public, and especially of the medical and teaching professions,

N.C.A. Directors, Ira Minter, Thomas J. Payne, and Chester E. Roberts





N.C.A. Directors, A. J. Schlirf and Herman Hoops

in the wholesomeness of Confectionery. While it is not necessary to "play up" the ingredients in all our advertising, we should capitalize on the fact that we are proud of what our candies contain and cite the ingredients as the basis of the slogan adopted by the industry."

Since the Standards Committee was a sub-committee of the association's legislative committee and therefore not directly concerned with collection or disbursement of funds for the standards work, the Dicken report contained no reference to the financial activities involved. These were later touched on in the treasurer's general report. The general opinion, as brought out in the discussion following the reading of the report, was that standards work should be tabled for the present.

Tuesday morning's session was given over to the reports of the various association officials, beginning with the address by President Harry R. Chapman. Mr. Chapman reviewed the methods by which he organized the association's personnel so that he would, in spite of being over a thousand miles removed from the association's headquarters, still be in close touch with all important matters. He also touched upon the work accomplished by the legislative committee, particularly with reference to the New Food-Drug law. In closing, he stated that "while the Lea Bill (H.R. 5762), if enacted, may afford a breathing spell until Jan. 1, 1940, it offers no permanent solution of the label problems of the candy industry as it passed the House."

Treasurer Frank J. Kimbell's report indicated that the Association is in unusually good financial condition. He reported a cash balance on hand as of April 30, 1939, of well over \$27,000, which in turn was broken down into three separate funds as follows: General or operating fund, \$17,751.61; merchandising-advertising fund, \$2,072.79; and industrial relations and candy standards funds, \$7,613.59. Assessments for industrial relations and candy standards work totalled \$14,770.63. Disbursements by the Industrial Relations and Candy Standards Committee totalled \$7,157.44. No breakdown of assessments or disbursements for Standards work alone was given.

Walter C. Hughes, trade mark counsel, next reported. His report centered largely around the so-called Lanham Bill, new federal trade mark bill recently introduced into Congress, which he discussed at some length in an article in the May issue of THE MANUFACTURING CONFECTIONER. Mr. Hughes' report also dealt with legis-

lation affecting trade marks introduced by several state legislatures.

Induction of new officers and directors scheduled for the Tuesday morning session, was postponed until Wednesday's executive session. The report on the activities of the Merchandising-Advertising Committee was read by Thomas Payne of the Reed Candy Co., Chicago, in the absence of Committee Chairman Otto Schnering. The report, written by Mr. Schnering, showed total receipts from sale of merchandising-advertising material at \$22,161.66. This fund was swelled by cash donations to a total of \$28,884.16. Total cash expended for merchandising-advertising material and activity was \$26,831.88, leaving a cash balance of \$2,052.28. In closing his report, Mr. Schnering urged that the balance of monies appropriated and contributed for the Collective Cooperative campaign be set aside and not used for other purposes. He further expressed the hope that the campaign be continued vigorously by the association and its members.

Wilford White, chief of the marketing research division of the U. S. Department of Commerce, gave the only formal address of the morning. Mr. White's address was based on the Department's report on Confectionery Production and Distribution for 1938, which was released to the industry on this same day. Of interest to the industry in this connection is that the report shows, for the first time, returned-goods percentages covering the years 1937 and 1938. Mr. White's address and the report disclose that the industry's bill for returned goods runs in the neighborhood of 1 per cent of total sales each year, and that package goods houses have the highest average per classification, and that penny goods houses show the lowest percentage.

Production Session Draws Large Attendance

By far the largest crowd at any session attended the Production Forum session on Tuesday afternoon. The speakers included such well-known figures in the industry as Norman Kempf, of the Walter Baker division of General Foods, who spoke on Bloom Control on Chocolate. His address is reprinted in full in another part of this issue. Another speaker on this program was W. W. Reece, director of Engineering of the well-known baking firm of W. E. Long Co., Chicago. Mr. Reece's talk, based entirely on the baking industry, indicated the manner in which consistent modernization of plant and equipment benefits the food manufacturer.

Robert Rasmussen, Economy Equipment Co., Chicago, discussed Refrigeration and Air Conditioning as the third speaker on the Forum program. He described equipment and methods used for accomplishing plant and product cooling and air conditioning. His address, will be reprinted in full in a future issue. The final speaker was Howard Ketcham, world famous color engineer, who gave a most absorbing discourse on color and the manner in which its proper use may lead to buyer stimulation, regardless of the product. Mr. Ketcham's address will be found in the Packaging Section of this issue. The forum session was brought to a close with the showing of an interesting sound and color motion picture on modern packaging.

As part of the extra-convention activities on Tuesday, the ladies attending the convention were treated to a 40-minute airplane ride over the city by courtesy of United Air lines. Wives and friends of 19 delegates to

the convention took the flight. Following their return, the ladies attended a luncheon and style show in the Marine Dining Room of the Edgewater Beach hotel, presented by Chas. A. Stevens & Co.

Industrial Relations, Publicity Discussed on Wednesday

Three outstanding speakers appeared on the formal convention program on Wednesday. The first of these, L. B. Steele, assistant director of sales of the Cellophane division of the duPont de Nemours Co., gave a very interesting talk on Consumer Buying Habits, which was based on a far-flung survey on this subject made by his company during the past several months. In the thought that the facts and figures brought out in this talk may be of great value to manufacturers, Mr. Steele's address will be reproduced in these columns at a later date.

As second speaker on Wednesday morning, William R. Harshe, public relations counsel of Chicago, spoke on Publicity and Public Relations in Other Industries and Results Obtained. Pointing out, first, that manufacturers today have a variety of activities upon which they must disabuse the public mind, Mr. Harshe pointed out ways and means by which such education may be accomplished at small cost and with highly pleasing results. In his address, the speaker also pointed out that each company's employees, among others, must also be kept in touch with company policies and activities, in order that such information might be useful to them in combatting the many influences tending to make them dissatisfied with their jobs and continually at odds with their employers.

The final speaker on Wednesday morning's program was C. S. Craigmile, vice president of the Belden Manufacturing Co., Chicago, who spoke on Profits from Good Industrial Relations.

At the afternoon executive session, the new officers and directors for the following year were announced. Their names will be found in a "box" in connection with this story. Resolutions adopted included that recommended by the package goods manufacturers' meeting on Tues-

day; one in which the Association re-affirmed its adherence to and compliance with the Industry's Returned Goods and Selling on Consignment Policy; and one electing Walter H. Belcher, secretary of the New England Manufacturing Confectioners Association, to honorary membership in the N.C.A.

Dinner-Dance And Booth Award

Formal activities in connection with the convention were brought to a close on Wednesday night with the annual Dinner-Dance, which was attended by a capacity crowd. Souvenirs for the occasion were donated by the following companies: Charms Co., candy; Louis Fox, balloons and other novelties; Nathan Elson & Co., cigars; Life Savers, Inc., mints; James B. Long & Co., matches and candy patties; P. Lorillard Co., cigarettes; Mohican Rubber Co., balloons; Wilbur Suchard Co., boxes of chocolate pastilles; and Wm. Wrigley Jr. Co., souvenir packages of gum. At the dinner, also, A. H. Shotwell, general convention chairman, presented the award for the Outstanding Exhibit at the Exposition to the Cellophane division of the duPont Co.

On Thursday the annual golf tournament wound up the convention. Held at Olympia Fields Country Club, the tournament brought out a host of good and bad golfers who competed for a long list of prizes and trophies. For low gross there was a tie between W. H. Naylor and Harold Nuse. Mr. Naylor won on the coin flip. Besides other prizes, he also received the president's trophy, which had been won by Bob Fisher of Koekuk, Iowa, last year in New York. There was a three-way tie for low net between Harold Nuse, L. L. Lovig and John Forsman. In the toss-up, Mr. Lovig was declared the winner, Mr. Huse was second, and Mr. Forsman was third. Approximately 175 guests attended the dinner in the evening. The tournament was in charge of a committee headed by O. W. Johnson, Penick and Ford, Inc. Ltd., and included Gross Williams, P. F. Schock, E. C. Viernow, and A. E. Cull.

General Scene at the Luncheon and Style
Show Put on at the Edgewater Beach
Hotel for the Ladies Attending the N.C.A.
Convention.



Practical Application Of FOOD, DRUG & COSMETIC ACT TO THE CANDY BUSINESS

By OLE SALTHER*

Consultant, Food and Drug Administration
U. S. Department of Agriculture

AN editorial I read in a recent issue of the *Oil, Paint and Drug Reporter*, was headed: "Winning the Public Favor." It reads as follows:

"It is not only in the conclaves of the drug industry that recognition is being voiced with reference to the part played in the developing and maintaining of business ills by a lack of self-analysis and a tendency to take too much for granted in respect of the business system and the political system of which it is a part. 'Business men', said a leading merchant of these parts a few days ago, 'must plead guilty to sins of omission and commission.'

"The commenter laid special stress on the neglect of public relations. This is a matter foremost in practically every business gathering today and much is being attempted to recover what has been lost through neglect. Business is continuously advised to sell itself to the public. In many instances this advice is directed to an undertaking separated from the basic job of selling goods. This is not the best set-up; business and its goods should be sold together.

"The selling of business to the public must be engaged in along the same lines as those which goods are sold. The first thing to know is that the transaction will result in the delivery of full value to the public. The seller must be satisfied that what he has to offer will stand public scrutiny. In this connection it must be recognized that actions speak not only louder than words but more convincingly as well.

"The manner in which a job is done is of at least as much importance in respect of satisfactory functioning as is what is done. The public is constantly becoming more aware of the fact that real values can be determined only by an appraisal of all their components. This is a hopeful sign, one of the few that offer tangible assurance that it is not futile to

expect that governmental assistance will diminish in popularity. It should therefore be cultivated. The real value of business services should be demonstrated to the public by actions more than words in order that the proper comparisons may be made with glittering promises.

"The best means of developing public confidence and reliance in business is to improve the service of business to the public. Behind this lies the necessity for research, not alone delving into the mysteries of sciences but a study of facts and the collation of data on which can be built enterprise that will anticipate the needs of the public and at the same time provide it with the means as well as the materials that will meet these needs."

As I read that, I became impressed with the fact that a splendid opportunity for a real public relations program is afforded by the Federal Food, Drug and Cosmetic Act. When Congress enacted this law, it really enacted a code of ethics governing the relations of the food, drug and cosmetic industries with the consumer. Here is an opportunity for these industries to really let their hair down and take the consumer into their confidence. This is a job between industry and the consumer, for after all the government is only the monitor to see that the provisions of the law are lived up to. This is not a matter of seizures, prosecutions, condemnations or injunctions; it is a matter between you and the consumer to see that he gets a safe and wholesome product.

It is not so much a question of what the government officials think or do. Government can only step in when a violation of the law exists. But it is when the government finds violations that the confidence of the consumer starts to break down and all the money you spend on public relations and advertising programs cannot restore this loss of confidence. It seems, therefore, that the first plank in any public relations program and especially this industry which caters to children, should be to get together with the government and work out plans for winning confidence.

When the revision of the Food, Drug and Cosmetics Act was pending in Congress—and you know it took five years to work it out—fourteen national women's organizations worked closely with the congressional committees in charge of this bill. These groups were not doing this merely for the want of something to do; they were determined that the members of their organizations, which represent a large majority of the women of the country, would actually get the protection they were entitled to.

When a question was fairly and frankly presented to these groups, their reactions were fair. The difficulty

*Address presented at the opening session of the 56th Annual Convention of the National Confectioners Association, Palmer House, Chicago, May 22, 1939.

OLE SALTHER, whose address was made before the opening (luncheon) session of the N.C.A. Convention, is acting as a Consultant to the Food and Drug Administration of the United States Department of Agriculture. He was formerly Director of the Bureau of Food and Drugs, Department of Health, City of New York, and was technical advisor to the late Senator Royal S. Copeland, sponsor of the Food, Drug and Cosmetic Act.

Mr. Salthe, by virtue of his long experience, is an authority on the subject he discussed, and those who have had the pleasure and privilege of hearing Mr. Salthe regard him very highly.

was and is that matters are not always frankly presented to them. This same group will naturally watch the progress made in compliance with the law, and I am sure they are more interested in helping to bring about and promote confidence than they are in finding fault with industry. Again this is not a matter of seizures, prosecutions, condemnations or injunctions. These groups are not interested in that phase of the work. Their main interest is in having a safe and wholesome product honestly presented. What an opportunity for industry to win the confidence of the consumer is presented through these groups!

Committee Reports and Debates Considered By Courts

In considering the interpretation of the law, it is well to consider what Congress intended when they enacted the various provisions of the law. The courts of this country have held that congressional records and legislative history may be considered in construing the law. They have also held that congressional committee reports explaining the bill may be considered by the court in determining the intent of Congress. Reports of congressional committees explaining the bill may be considered in determining the meaning of a doubtful statute, but will not be used to support a construction contrary to the plain import of its terms. Debates in Congress are also considered by the court in arriving at the intent of Congress. In case of doubt or ambiguity, the journals of the legislature may be examined for the intent of the lawmakers to ascertain facts of which such journals are evidence.

In the Senate, where the bill originated, it was in charge of the Committee on Commerce. I'd like to quote from a part of the report No. 152 of the Senate Committee on Commerce. It reads in part as follows:

"This bill has been prepared with three basic principles in mind: First, it must not weaken the existing laws; second, it must strengthen and extend the law's protection of the consumer; and third, it must impose on honest industrial enterprise no hardship which is unnecessary or unjustified in the public interest."

The House Committee on Interstate and Foreign Commerce also submitted a report on this bill and I quote from their report, No. 2755. They said in part:

"The Committee approached the problem in a practical way. It has undertaken to provide a measure which will be an effective control for existing abuses and at the same time will impose no limitation, embarrassment or hardship on honest industrial enterprise."

"The measure asks no more of honest business than what honest business now holds itself out to do. It merely sets up checks against the small but unscrupulous minority who have not chosen to observe the underlying principles of the old Wiley law and have taken advantage of its limitations to mulct the public and embarrass honest competitors."

My purpose in calling attention to this is to suggest that in approaching compliance with this law, careful consideration should be given to all factors leading up to the passage of the law. The reports of the committees and the debate in Congress should be read to ascertain the intent and then the law and the regulations should be carefully read.

Compliance will be determined always by the conditions of each individual problem. Not only must adequate consideration be given to the nature of the product to be brought into compliance, but full regard must also be had for the manner of its marketing. The information which the law will require to be furnished is to be measured by the needs and understanding of those for whom it is required. The purpose of the law is to safeguard the public. The criterion of adequacy of the information furnished can be nothing less than what is required to effectuate this purpose.

There will be danger in trying to do as little as possible to meet the requirements of the law. It is to be expected that official advice will be directed toward a little more rather than anything less than full compliance, but a margin of safety in this respect will also have a commercial value in terms of consumer acceptance.

Law Divided Into Four General Parts

This law is divided into four general parts. Part I deals with the general definitions of the various terms; Part II covers the prohibited acts and penalties; Part III relates to the definitive provisions as to adulteration and misbranding; and Part IV covers administrative provisions.

Under the administrative provisions, the Secretary of Agriculture is given rather wide power. He is given power to promulgate a standard and definition of identity, a reasonable standard of quality and a reasonable standard of fill of container. Before these standards are made effective, there has to be a public hearing and at that public hearing anyone interested may appear and may question the government representatives when they submit their reports as to the reason for the standards. After the Secretary has received the report of the Master who holds these hearings, he can only promulgate the standards based upon the findings of facts which were brought out at these hearings.

After the Secretary promulgates these standards, you have 90 days, or the industry has 90 days, in which to ask for a court review in the event that you feel the standard has not been arrived at and is not based entirely on the facts that were brought out at the hearing. The yardstick for the standards that the Secretary has to use and in which he is controlled by law, is that it must be based upon honesty and fair dealing for the benefit of the consumer. That is the yardstick in determining whether a standard should be promulgated or not.

Now at the very inception I think every food manufacturer has to have a standard promulgated. I guess

the reason behind that was that they felt that they would get an exemption for a year or two so as not to declare their ingredients. I wonder whether or not everyone understands it,—that when a standard is promulgated, if optional ingredients are permitted (and they have to be permitted these days or else you'd rule out of the market a number of foods), the optional ingredients have to be declared on the label also. So when you get a standard you may not be as well satisfied as you are now to declare and tell the public what you are really selling. I think, before you ask for a standard, it is well to consider whether it is something that you really want. Of course there are, in some food commodities, standards required, and they are necessary in order to make the competitive conditions a little bit better so that at least every one starts off from a given mark.

Under the new law the Secretary is also authorized to make factory inspections of all pertinent equipment, finished and unfinished materials, containers and labels. That is a new provision in the law. It gives them new authority and under the definitive provisions of law, food is adulterated if it is produced under insanitary conditions. I would call your particular attention to that,—that this law gives the Department the power to make inspection; if they find insanitary conditions and those insanitary conditions involve the food, it would be adulterated food and under the wide powers given the Department in adulterated foods, it may be seized or criminal prosecution may be instituted.

Speaking about the administrative actions authorized in this Act in the event of a violation, there is still seizure, there is also criminal prosecution and there is also the new authority, that is, the authority to apply for an injunction restraining a company from continuing business in violation of the law.

So much for the scope and the intent of the law. Let us think a little about the requirements as to the labeling, bearing in mind that the principal basic requirements that Congress had in mind was that the label must not be false or misleading in any particular. If you will just carry that in mind in approaching this law.

As I go around, I find there is quite a little jittery feeling among some industries as to what is going to happen on the 25th of June, or if there is an extension, what will happen on the first of January. Well, the approach to this law has to be made with some common sense on the Department's part and the compliance with it should also be made in that same spirit from industry. You want to ride together on this law.

Association Should Clear Labeling Information

If you have problems of labeling, take them up through your Association here. Don't each of you run down and ask the Department how to label this or ask, "Do I comply here or don't I comply?" The Department has to cover all three of these industries and they are also trying to arrive at an approach to the new law. If you go down there and ask them a hypothetical question, you are going to get answers. They are going to play safe. They are going to give you a strict, literal interpretation of the law so that there will be more sense to sitting down amongst yourselves here in your own organization, dealing through your officers whom you elect to conduct and run these Associations and then, if need be, have them go down and meet with the Department and meet with the officials. I think you will find that you will all get further and there will be better understanding all around if you are to work along that particular line.

The Department stands ready at any time to see any of you and to meet with any of you. At times in the past, especially during the time of the passage of this bill or while it was pending in Congress, there was considerable talk about the bureaucratic attitude of the Department. Well, there are times when you have to make an official ruling and you are bound by law that you will make a ruling that does hurt some of the well-meaning people as well as the fellows who aren't so well-intentioned, but in going into this new law we are not going to have full compliance with this law on the 25th day of June or the first of January or the first of July, 1940.

You've all got to come along and look at this law in a sensible way,—not get too jittery about it. Of course, if you are actually cheating the public or doing something that is not according to Hoyle, then you can't expect any consideration, but where it's a matter of labeling, where you've got your ingredients on the top or on the side, I don't think that that—while it's important—is anything for you to get excited about. The law says that the information which Congress requires be on the label must be prominently placed on the label. That is what the law that Congress enacted says,—“prominently and conspicuously, as compared with other reading matter on the label.”

When you are preparing your labels and you are placing your information which the law requires you to place on there, sit back yourself and ask the question, is it prominent? And if it is, then why worry?

Now when you get down to just what information has to be on the label, the first is the name of the product and I am now reading the requirements as are found in the law itself. First, name of product; then the name and address of the manufacturer, packer or distributor. If it is the manufacturer, the name does not have to be qualified; if it is a packer or distributor, you have to indicate that. Then you also have to declare the quantity of contents and then finally the declaration of ingredients in foods. In foods, all the ingredients except that spices, flavoring and coloring may be declared as “spices, flavoring and coloring.” An ingredient which is both a spice and a coloring shall be designated as “spice and coloring” unless such ingredient is designated by its special name.

In the case of food, unless it can be shown as impractical or unfair competition, the Secretary is authorized to promulgate regulations establishing exemptions. That was put in the law because industry asked Congress to put a saving clause like that in the law. If it can be shown that compliance is impractical or results in deception or unfair competition, the Secretary is authorized to make exceptions, but when you go down and ask for those exceptions, do it more as an industry matter and then go down with facts to show that it is really impractical or that it really results in deception or unfair competition. Really have the facts. Don't go down with imagined ideas that it is going to do so. If you can show the Secretary, or whomever he appoints to sit in at these hearings, then the exemption will be granted.

What Is a Misleading Label

A label may be misleading by reason of the order in which the names of the ingredients appear or the relative prominence otherwise given such names; its failure to reveal the proportion of or other fact with respect to an ingredient, when such proportion or other fact is material in the light of the representation that such ingredi-

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No Royal Road to BLOOM CONTROL IN CHOCOLATE

By **NORMAN W. KEMPF***

Manager Research & Development
Walter Baker & Co., Inc.
Div. of General Foods Corp.



NORMAN W. KEMPF

FOR many years, the candy industry has been eagerly waiting for a magician. It has been confidently expecting someone to invent or discover a powder so potent that a few grains dropped into chocolate coating would instantly solve the age old "bloom" problem. Unfortunately, the magician has not appeared, and the problem of fat "bloom" is still with us. We have seen our hopes arise time and again at the announcement of a discovery heralded as the ultimate solution, only to have them fall again when exhaustive tests disproved the claims made. It would seem that the industry would be well advised to drop the hunt for magic remedies and get to work facing the fact that cocoa butter has certain peculiar properties, which make it essential that it be handled with proper understanding, and extreme care, for cocoa butter is the heart of our problem.

It is cocoa butter which gives to chocolate its gloss, and cocoa butter which sometimes destroys that gloss. It would appear that a close study of the properties of cocoa butter might be helpful in minimizing the problem.

First, realize that fats crystallize in spite of their oily nature when melted. Cocoa butter is a mixture of a number of fats of different chemical compositions, and having different melting points. The properties of cocoa butter most effecting the "bloom" problem are—its indefinite melting point, and its reluctance to crystallize. Were cocoa butter a simple chemical compound, it would have a definite melting point and freezing point, like water and ice. It is a simple matter to convert water to ice—by extracting heat from the water its temperature is reduced until 32°F. is reached—whereupon, further extraction of heat progressively converts the water to ice without further reduction of temperature until all of the water is frozen into ice crystals, after which the temperature again begins to drop. The heat which is removed during the conversion without lowering of temperature is known as the latent heat of fusion or crystallization, and represents the energy required to change physical state. With water, the faster the heat is removed, the faster the action takes place.

But the process is not so simple in the case of cocoa butter. The rate at which heat is removed from melted cocoa butter has a profound influence on the nature of the result obtained. Because cocoa butter is a mixture of compounds, each constituent influences the action of

the others. If heat is removed from cocoa butter at a very slow rate—covering a period of days, the temperature drops until crystals of the highest melting fat are formed and release their latent heat.

Then progressively, the lower melting fractions go through the same performance until the cocoa butter is completely crystallized. This might be the ideal way to freeze cocoa better were it not for the fact that this slow rate of heat removal gives time for the growth and formation of large crystals, and results in a physical structure which is very coarse and granular. With such a structure, the surface is so rough that gloss is impossible. If the surface of chocolate is to be glossy, it is essential that the cocoa butter crystallize in very small crystals, and it is a well known principle in all crystallization that this can only be accomplished by forcing the crystallization without giving it time for the growth of large crystals. It is, therefore, not practical to freeze cocoa butter so slowly. On the other hand, any attempt to force the crystallization by too great a speeding up of the heat removal has disastrous results.

Because of the influence of one fat on another, cocoa butter exhibits a great reluctance to crystallize, and too rapid removal of heat merely congeals the butter, and the temperature drops without removal of the latent heat of fusion or crystallization. This state of matter is commonly known as a super-cooled liquid. Cocoa butter in this state is very unstable—it eventually changes over to the crystalline state, and this change is accompanied by the evolution of the latent heat of crystallization, resulting in a rise in temperature of the product, caused by this internal heat. This released heat is often the cause of fat "bloom" as it can result in the melting of the lower melting fractions and their redistribution throughout the mass of frozen butter. Furthermore, the newly formed crystals of the higher melting fractions are sometimes forcibly projected through the surface with obvious loss of gloss.

With these facts in mind, the problem resolves itself as follows: To obtain and maintain a good gloss and good resistance to "bloom," we must do the following:

*Address made before Production Forum Session, National Confectioners Association Convention, Palmer House, Chicago, May 23, 1939.

NORMAN W. KEMPF, graduated from Columbia University in 1916 with the degree of Chemical Engineer. In August, 1920, he became the Chief Chemist of Happiness Candy Stores, Inc., and continued in this position until September, 1930. During this period he wrote many articles of a technical nature for The Manufacturing Confectioner.

After severing his connection with Happiness Candy Stores, Inc., he became Chief Chemist for Runkle Bros., Inc., and remained there until 1937, during which period he was Consulting Chemist for Standard Brands, Inc.; McAndrews & Forbes; Carey Maple Sugar; Nedick Stores; Union Tank & Pipe Co.; T. M. Duche & Sons, Inc.; John Renshaw; Van Ameringen-Haebler, Inc.; H. A. Astlett & Company; and American Lecithin Corporation.

In 1937 Mr. Kempf joined the technical staff of General Foods Corporation and became Manager of Research and Laboratory Work for the Walter Baker Company on January 1, 1939.

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1. Control the cocoa butter crystallization to form only small crystals.
 2. Avoid excessive super-cooling by removing the latent heat of crystallization during the freezing process.
 3. Store finished candy under such conditions that the actual remelting of the cocoa butter will be prevented.

Now that the problem has been stated, let us consider ways and means of achieving the desired results. First of all, to control the crystallization of the cocoa butter.—I mentioned the fact that cocoa butter is reluctant to crystallize. To overcome this reluctance, it is necessary to provide a bait, by preparing the cocoa butter, then developing in it a number of "seed" crystals, which can act as a foundation, or pattern for the rest of the fat to crystallize on.

For many years, chocolate handlers have accomplished this result by what is known as the tempering process. Tempering is commonly done by relatively slow cooling of melted chocolate with proper agitation. This is a vitally important and necessary step in the preparation of chocolate for freezing. It is also important that the "seed" crystals set a good example in that they must be in the form of very minute crystals, as seeding with large crystals will induce final crystallization in large crystals under conditions preventing a glossy surface.

Tempering practice has become so well established that I will not discuss it in detail, other than to remind you of its great importance.

The next vital step is the removal of latent heat as rapidly as possible without excessive super-cooling. Herein lies the most difficult problem of all, requiring very careful study of the construction of cooling tunnels, particularly with reference to the air circulation in them. The simplest satisfactory system is the use of counter-

current flow of cold air through a cooling tunnel, since by this system the entering candy is met by the warmest air in the tunnel, so-called case hardening is avoided, and the candy emerges from the lowest temperature zone in the tunnel.

If chocolate fresh from the coating machine is suddenly subjected to very cold temperatures, super-cooling is the inevitable result. In counter-current flow, the latent and sensible heat given off by the chocolate heats the air going through the tunnel and provides the gradual rise in temperature of that air, which is so desirable for best results.

A calorimetric study has recently been made in an effort to determine the action of cocoa butter under circumstances paralleling its handling in the coating machine. The most surprising fact which this study developed was that cocoa butter sufficiently fluid for the working on chocolate contained over 95% of its latent heat—in other words, the cooling tunnels must remove over 90% of the total latent heat of cocoa butter for assurance of stability of the emerging product. Furthermore, this heat can only be removed at the rate at which the butter is willing to give it up by forming crystals. The actual temperatures, distances, and air circulation required for this desirable result must be determined for each individual set-up as it is impossible to generalize because of the great variation of conditions in different cooling tunnels.

Another complicating factor is the poor heat conductivity of chocolate. This is particularly important when thick coatings are being applied. Under these conditions it is essential that we avoid case hardening or freezing of the outer layer before the inner portion has had an opportunity to give up its heat. It is also obvious that the temperature of centers to be coated is vitally important. If such centers are too warm, the cooling tunnel must not only freeze the chocolate, but remove heat from the centers. If too cold, expansion cracks will result, or the center may even cause super-cooling in the chocolate by too rapid removal of heat from the inside. It is, therefore, important that all centers be tempered or brought to the correct temperature, which can only be determined by experiences with the individual set-up.

A specialized bloom problem arises when centers contain a fat of lower melting point than cocoa butter, as for instance, coconut oil and dairy butter, which easily penetrate the chocolate layer and destroy gloss. Such centers should not be used in candies which must be stored for a long period unless special precautions are taken to seal in the fluid oil before coating.

I have been reviewing many of the complexities in order to stress the importance of approaching this problem with due humility and the willingness to study it in detail. There can be no "royal road" to the control of "bloom" and there are few short cuts which provide really safe travel. Certain outstanding principles must be observed:

1. Prepare the chocolate by proper tempering to develop the needed "seed" crystals, avoiding the use of too cold cooling water which can produce super-cooling.
2. Preserve the "seed" during working in the coating machine.
3. Remove the heat at a rate which will permit the cocoa butter to crystallize properly.
4. Protect the finished goods by proper storage temperatures. No matter how carefully chocolate has been handled up to this point, all can be ruined by storage at temperatures which can melt cocoa butter.

THAT REMINDS ME—

By "Q"

THE Fifty-Sixth Annual Convention of the Confectioners of America, held at Chicago this year, was reminiscent of many another. It also was the annual reminder that time marches on, taking from the ranks of active men figures well known in our Industry for very many years, and replacing them by younger generations. So, in our hearts we said "Hail and Farewell!" as we wandered around the many attractive stands peopled by ghosts of the Past and by bright young men of the Future. (See ads. for N. Y. World Fair.)

Specifically to ourselves, the Convention reminded us of a "cut-in" dance, for, just as we were enjoying the conversation and wisdom of some charming lady or gentlemen sharing the burdens of a Company engaged in the making of Candy or Chocolate, or a Technical Magazine, or Sugar, someone would invariably tap her or him on the shoulder, step in between us, and, without a word of apology, walk off with our erstwhile companion.

By changing ourselves successively, as we can so easily do, into the semblance of a "Sweaty Operator", a Moron, an Intellectual Highbrow, a Soak, a Snooper, a Scientist, a Genial Nobody, a Philosopher, a Pompous Ass, an Out-of-Work, a Cacao Planter and a Government Official, we think we did, however, obtain a fair cross-section of the opinions rife in the Industry. And it is interesting to note that we were generally accepted at our face-value in the character assumed, though there was one magic word that, when spoken by us, seemed to convert us immediately, from whatever part we had taken up, into a half-wit in the eyes of our "Vis-à-vis"—and that word was "Quality."

* * *

Throughout our experience in our various impersonations, no word was heard by us of Pride in a product, but of Profit a-plenty, which, in turn, was bemoaned as "insufficient." Some spoke of "increasing dollar-volume, but lower profits in the current year, "others of being in business "to live and pay taxes"

(Why?); yet another of being "too old to want to try and educate the public up to anything better than the products we are making" (and you should have seen the sparkling health of this last bright young thing).

A look of tolerant amusement, followed by a slow, sad smile of pity, as much as to say, "He really ought to be in a bug-house, but I mustn't make him angry," crept over all faces at the mention of "Quality." "We are in business to make profits" they emphasized, as also did the Chairman in an N.C.A. boost when introducing the speaker on a scientific subject of universal importance to the Industry, in the attempted solution of which the Association has never offered any help or encouragement through the long and trying years of experimentation in laboratory and factory. "And do you make profits?" we asked innocently, to which the reply was often and evasively "Not enough", sometimes "Yes", but most frequently, "No".

Now, we have always despised destructive criticism without a constructive policy to replace the offender, and we have spent most of our life in not unsuccessfully building up or revamping food-factories, or some of their departments, on 'quality' and 'novelty' lines with the particular view, indeed, to making, simultaneously, good or better profits. It may be assumed then, however unwillingly, that we ought to know what we are talking about, and, since failures have been few (and those understandable), even that our first fundamental principles,—fine quality of product, proper system of cost-accounting, refusal to sell (or blacklisting) any product not showing a satisfactory profit, and re-organization of plant and finances, if necessary—are basically sound. Not only is it not absurd to talk thus of "Quality" as the first element of success, but expression to the contrary must make any student of economy and any intelligent businessman ask which among us—you, our condescending and sometimes profitless manufacturer, or we, who both preach and practice ideal real-

ism—should be put in a house for half-wits and fully demented?

* * *

While posing as a Scientist and discussing sometimes the laying of legal standards for Chocolate and other Confectionery, we were forcibly reminded of our experiences during the days of Prohibition, when so many of us were asked, and some of us refused, to analyse alcoholic liquors just compounded, and called "Gin" or "Whiskey", for the wealthier bootleggers. All that was demanded of us was to say whether the beverages contained any poison or not; if not, nothing else mattered, and the liquor went into circulation and consumption in bottles with bootlegged or faked labels stating their reliable source and great antiquity. After a liquor of this sort had passed the laboratory tests, it probably contained as good and pure an alcohol as that to be found in any well-known, well-matured whiskey or gin—its *purity* was beyond question, its *quality* execrable. So it is with the bulk of the chocolates made today—their purity undoubted, their quality vile—and legislation on the subject will tend to lower the general standards still more, since the temptation to keep just within the law will be too much even for those now making better products in the poorer brackets when competition becomes severe, as it must, among the cheapest grades. At least it was so in the case of Citrus oils in Sicily where, the limits for Citral and Terpenes having been fixed by law, adulteration and lowered quality were actually encouraged: and there is no reason to assume that American manufacturers of Chocolate will be more conscientious than our Mafia friends (who, incidentally, were not Mafia, but mostly astute (?) British factors of lemon oil).

If indeed it is true, and I personally believe the statement to be manufacturers' propaganda to facilitate their own use of cheapest, poorest classes of cacao, that the American public does not like the flavor of Chocolate as such, it seems to us, in our character as Philosopher with more than a streak of logic in us, that these brown confections, with a flavor only of vanilla, should not be called "Chocolate" at all, since they lack the one essential characteristic of Chocolate, just as the boot-leg, blended and bath-tub whiskies did, in their own field, when called "Whiskey". The brown confectionery-abortions might be termed

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THE EXPOSITION IN CHICAGO

Highlights and Outstanding Exhibits of the 16th.
Annual Confectionery Industries Exposition

By **EUGENE C. PILCHER**

Eastern Manager,
THE MANUFACTURING CONFECTIONER

IF you missed that grand Confectionery Industries Exposition at Chicago's Palmer House during the week of May 22, you will be interested in a brief account of it, which will at least give you an idea of the highlights of this unusually successful show. It would be impossible to give you a true word-picture of the entire exposition, but there were some exhibits and points of interest too important to miss.

The judges awarded the trophy for the most beautiful and appropriate exhibit to the E. I. duPont deNemours & Co. This was truly a colorful and appropriate exhibit, showing to best advantage the ways in which Cellophane is used in the packaging of candy. The center panel showed very attractive caricatures of Mr. & Mrs. John Q. Public and Family, and immediately in front of this background was a large turnstile upon which exceptionally attractive packages utilizing cellophane were exhibited. The balance of the booth, which was a large corner one, consisted of appropriately arranged shelves on which additional cellophane packages were shown.

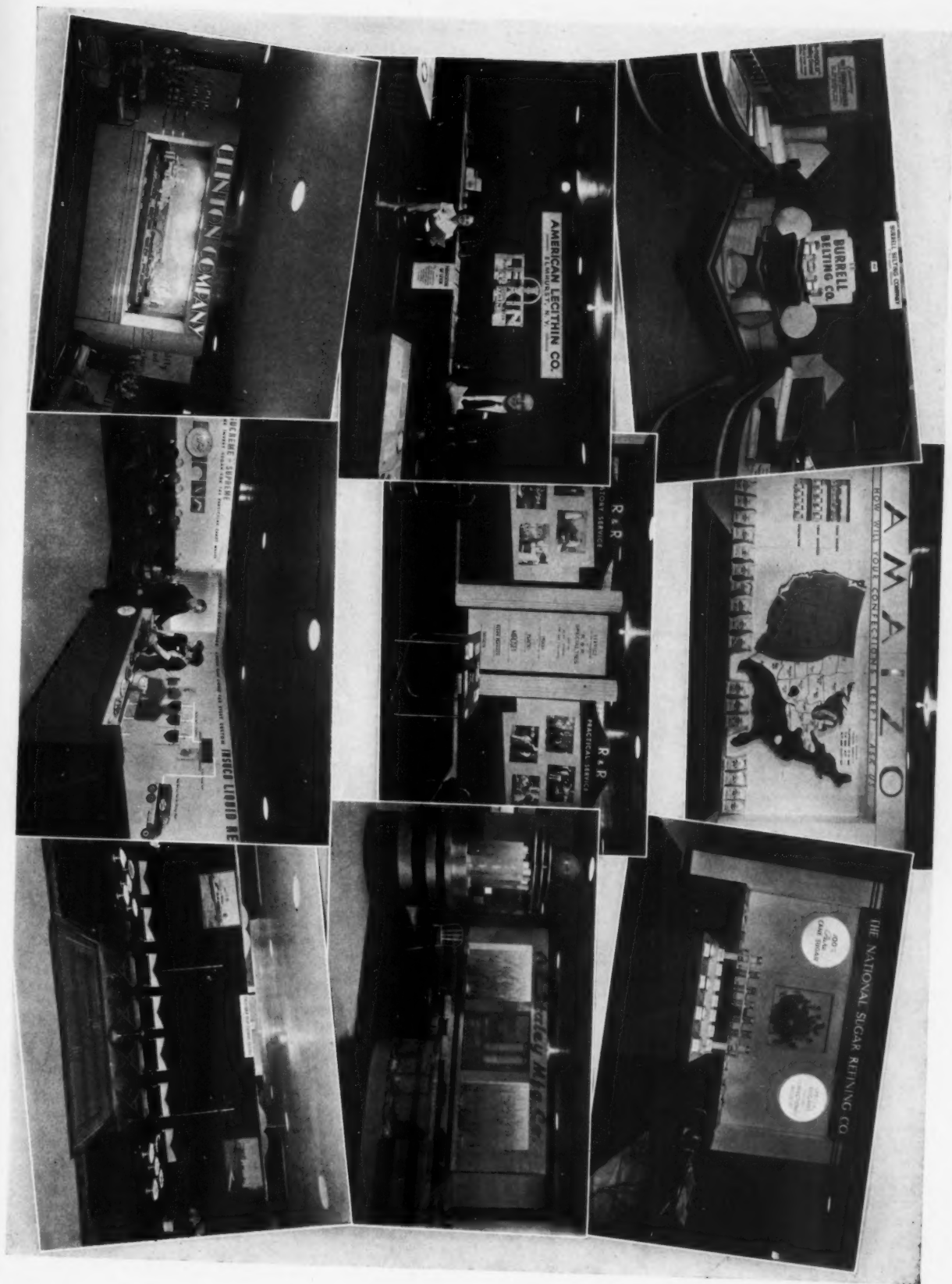
The award jury consisted of C. S. Darling, National Automatic Merchandising Association; R. E. Little,

executive secretary, International Association of Milk Dealers, and Tom Smith, secretary, American Bakers Association.

The judges must have had a tough time in making this award as they gave honorable mention to many other exhibits.

The exhibit of Industrial Sugars Corp. was particularly well done from the point of view of telling a definite story and was one of several to receive honorable mention. This was also a corner booth, with the left panel devoted to Sucreme, the company's invert sugar, and the right panel to liquid refined sugars. The left panel carried the slogan "Sucreme is Supreme" and the right panel "A Custom Made Liquid for Every Custom." The latter slogan was beautifully illustrated in the center corner panel, where large tubes containing the actual liquid sugar, graduated from a dark tan color to a crystal transparency, were shown. The various types of liquid sugar shown in the various colors indicating the extent of their refinement, are used for different purposes. In addition, this company can regulate the density of the liquid sugar furnished, making their slogan regarding custom-made liquid sugar an actual fact. This company recently started operations in the Chicago area, and their exhibit created a great deal of interest. Candy manufacturers were greeted here by the officials of the company, including Dr. Jos. Leete, president; Nedjati Fuad, technical director; Mrs. B. R. McClaskey, and T. Eddington.

Another exhibit which received honorable mention was the one where Bob McClellan was playing host to the customers and friends of Delft Gelatine Works. He was assisted in this pleasant activity by the manager of their Chicago office, H. J. Thurber, and several other members of their sales organization. One of the most tastefully decorated in the show, this exhibit was designed to show a tie-up between Delft Gelatine and Delft, Holland, where this fine product is made. The color blue was very prominent, since the famous delftware is made in the same



Holland town from which Delft Gelatine comes. The center table displayed a large bowl of yellow tulips, always a symbol of Holland, and the back panels of the display itself portrayed cut-out figures of a Dutch boy and girl. The center panel carried an enlarged photograph of the Delft plant. Packages of unusually tasteful marshmallows made with Delft Gelatine were freely distributed to visitors, and from the number of cases brought in full and taken out empty, visitors apparently liked these marshmallows.

Show Cluster Dipping Machine

Although J. W. Greer Co. were showing their new Greer Two-Color Coater, a great deal of comment was received on their Cluster Dipping Machine, a new product which was shown in the form of a very attractive brochure. This is an entirely automatic machine which feeds the nuts into cups, coats them and, after running them through a cooling tunnel which takes a minimum of floor space, deposits them on a table ready for packing. It is a highly improved machine for this purpose and should receive an unusually favorable reception. The cooling tunnel is built in tiers so that the clusters follow the same routine that water would follow in a cooling coil. This means that the tunnel itself occupies very small floor space, since the clusters do not follow a straight line through a long tunnel. In attendance were Fred and Don Greer, E. M. Johnson of Chicago, and others.

R. P. Rasmussen, known throughout the confectionery industry as an authority on air conditioning, was on hand with one of his dry air conditioning units. This is one of the units of the Economy Equipment Company. Many photographs of installations in candy plants were shown in this exhibit. Mr. Rasmussen is well known as an author of air conditioning articles for *THE MANUFACTURING CONFECTIONER*. J. R. Murray and other of the company's sales force also were in attendance.

Burrell Belting Company created a great deal of comment with their "Dope" capsules. These consisted of a small roll of paper inserted in transparent capsules in such a way that only the word "Dope" appeared to the observer. Upon opening the capsule, one found a long strip of paper on one side of which were amusing "hill-billy" jokes and on the other, a list of the products of the company. Howard Aylesworth, Sales Manager of the company was busy in this exhibit shaking hands with the company's friends and exhibitors. He was assisted by Earl F. Mayer, Paul J. Buss, John M. Mayer and other company representatives.

Paul M. Hershey of the Warfield Chocolate Division of the Warfield Company, was kept busy in their attractive exhibit giving out small samples of molded chocolate. In addition, their attractive booth displayed larger molded blocks of the various types of chocolate they manufacture, particularly for candy manufacturer. If you weren't there, you missed a delicious bite of fine chocolate.

Claude Covert was on hand, as usual, with one of his famous Simplex Vacuum cooking and cooling units. This unit, made of shining brass, was the main attraction in the booth of the Vacuum Candy Machinery Company. As a matter of fact, we noticed that it was a favorite rendezvous for the ladies, who used the huge shining kettle as a mirror when restoring that inevitable bit of make-up. A sign of good business was contained in the notice on the unit that it had been sold to a prominent candy manufacturer.

Mrs. Stokes Greets Friends

Diagonally across from this exhibit was the tasteful display of the White-Stokes Company, Inc., where Mrs. J. C. Stokes was greeting all of her many friends in the confectionery industry. The display featured "Whisto" products for the candy manufacturer, with particular emphasis on "Whistojel." Visitors to this exhibit were offered formula books for the use of "Whistojel" and the other fine confectionery products made by this prominent supply firm.

The largest dealer in re-built confectionery equipment, The Union Standard Equipment Co., were on hand, as usual, with an attractive exhibit made up of panels of photographs showing many of the items which they have for sale at the present time. In addition, a center table displayed the "Hi-Tone" brushing and polishing attachment, which is of their own manufacture. This machine displaces the usual hand brushing and polishing which gives chocolate coated candies a very fine gloss.

The American Lecithin Company had a beautifully decorated booth finished with a dark blue background and decorated with yellow trimmings and signs. On a long bench at the back of the exhibit a replica of a laboratory section was set up with actual test tubes, etc. The theme of this exhibit was the "Precise Control Necessary for the Purification of Cocoa Butter Lecithin." On the two counters at the front of the booth many booklets dealing with lecithin and its uses were offered to

visitors. Joe Eichberg, president of the company, was assisted in his duties as host of the "Lexin" exhibit by his associate, Jos. Stanley, author of many of the booklets offered to visitors.

The American Maize Products Company graphically displayed their service in connection with the use of corn products in candy. A large relief map of the U. S. covered the main panel of the display showing the various humidity and temperature areas. By means of this map and charts prepared by their Research Dept. it is possible for them to give expert advice to the candy manufacturer in regard to his formulas, depending upon the month of manufacture and the states, or to be exact, the humidity and temperature areas into which the goods are to be shipped. This system eliminates guess work for the candy manufacturer when he is preparing a formula, particularly during the summer months, when both humidity and temperature are unusually high.

The exhibit of Corn Products Refining Company was unusually attractive, showing samples of their various corn products. In the center, on a built-in stage, behind a blue cellophane curtain, was an action display with an effect similar to a mill, with actual corn sugar being carried over the wheel. This action display was very graphic and we noticed many people going to the back of the booth in order to get a better view.

The Clinton Company also used action in order to get attention for their exhibit, and showed in replica their plant and its various facilities. Trucks, trains and boats were in actual motion in this display, illustrating how this company is able to serve its customers by all means of transportation. The toy trucks, trains and boats passed before one's view and disappeared into one end of the plant only to appear again at the other end. As only action can do, it kept a constant crowd of visitors watching and fascinated.

As usual, the representatives of the California Fruit Growers Exchange managed to get rid of pound after pound of delicious candy pieces made with their Pectin Orange and Lemon Oils and Citric Acids. Their exhibit was very tastefully decorated with a black background trimmed in silver. The table in the center, which was similarly decorated, held the dishes of the various types of candies. One had only to watch the visitors stuffing the candy down the "little red lane" to realize how popular this type of candy is, particularly during the warmer months.

New Exhibitor Shows Bar Wrap Printing

A newcomer to these expositions was the Hartford City Paper Co. This firm specializes in printed bar wraps, which was graphically displayed in the form of an enormous candy bar wrapped in their opaque glassine paper and printed in their own shop. In addition, the entire exhibit was decorated with their own papers, including the various types of glassines, with special packaging papers, such as Metalglas, a metallic coated glassine paper. About a dozen rolls of various widths of their metallic paper completed a very colorful exhibit. The sales manager of this company, H. L. Joyce, was assisted in the booth by the Chicago manager, F. S. Brucker and the Eastern manager, Harry Warendorf, Jr.

Across the way we ran into Cy Klugler with his always colorful display of all types of dolls, designed to be used by candy manufacturers to promote all of the holiday seasons. His line ranges from stuffed animals to the very elaborate boudoir lady dolls. Outstanding was his line of "ladies from all nations." In this line Mr. Klugler was showing boudoir dolls in two sizes, dressed in the native costumes of many different countries. Included also was a Southern Belle which delighted this Yankee--by-adoption no end. The dolls were displayed by Sterling Doll Company, of which Mr. Klugler is president.

In this aisle of the exhibit, also, was the Voss Belting Company booth, where Joseph Voss and his son Bob, were kept extremely busy showing to interested candy men the new white glazed enrober belting they recently announced.

A new product, "Sweetose" was displayed in a very colorful exhibit by A. E. Staley Mfg. Co. This is a new refined corn syrup which is said to be twice as sweet as ordinary corn syrup and also three times as fluid. According to its manufacturers, this product has met with an unusually favorable reception in the confectionery industry, after having been tested in candy plants for over two years. A large glass tube, about a foot in diameter, containing "Sweetose" was the local point in this exhibit.

We could not help but notice the large crowd watching the Sisco Nut Rolling Machine which was in operation at the booth of Savage Brothers Company. In this demonstration the machine was rolling coconut furnished by Franklin Baker Company on belts furnished by Voss Belting Company. This firm also displayed two large draw-off kettles, one in copper and the other

in stainless steel. Visitors not familiar with large candy plants stood in awe at the tremendous size of these kettles.

Ed. Rowe had a large delegation of representatives of his company, Ross & Rowe, Inc., at their attractive exhibit, which featured the Ross & Rowe Specialties for the candy manufacturer. These include Yelkin, Placto, Oroco, Miroset and Fries Flavors. Their tastefully decorated booth featured these products on the back wall and samples of candy made from them were being freely distributed to visitors. They also gave away a limited supply of their new "Sombrero" sun tan cream which is just coming on the market.

The gleaming whiteness of the Charles Pfizer & Co. exhibit immediately attracted one's attention. The words "Citric Acid" appeared in large white cut-out letters at the top of the back drop of this exhibit. The center panel was devoted to a large circular piece of opaque glass resembling crystals. Lighting effects behind this glass window gave a very colorful effect in contrast with the balance of the exhibit, which was pure white. The various products of this firm were graphically illustrated, particularly Citric and Tartaric acid.

As usual, Penick & Ford, Ltd., Inc. had final billing—the last booth one encountered before entering the Convention Hall. Their exhibit was beautifully decorated with a black background and a center tier of circular shelves done in silver. On these shelves and the counters at the front of the booth, delicious candies made from their various corn products were displayed and offered as samples to visitors. D. P. O'Connor, Norman Kennedy and other of the company's prominent representatives were in attendance.

Machinery exhibits, particularly those in which the machinery is in actual operation, always attract large crowds. The exhibit of the Package Machinery Company was no exception and great interest was evidenced in the operation of their packaging machines, including the LP-2 Machine for wrapping pops and the FA-2-Q Machine for wrapping one and two pound plain and extension boxes of candy.

Long Features Flavors And A Nice Blonde

Of course, most visitors practically made themselves sick eating the samples of candy offered by the exhibitors, but many are no doubt still marveling at the candies offered by James B. Long & Company, manufacturers of candy flavors. Featured on the center counter were three types of candy, each made in a separate flavor—strawberry, raspberry and grape. The flavors were featured in patties, jelly goods and cream centers. James B. Long, president, was there as were Lawrence Jorgensen, Dr. C. F. Meibes, eastern manager and technical director, and a good looking blonde, name unknown.

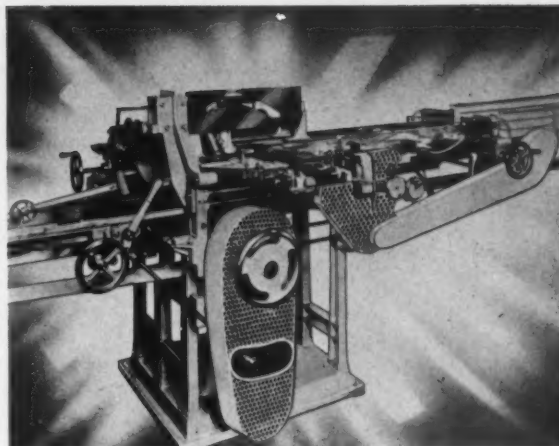
The J. M. Lehmann Co., Inc. was another machinery manufacturer whose exhibit attracted great interest. The feature of their display was a completely noiseless Shaking Table in which the molds are passed over the Shaking Table in complete quiet. This involves a principle found only in this Lehmann product. Ready to explain all the details were President, E. E. Mueser and G. M. Porerud, who has just been made sales consultant.

H. Kohnstamm & Co., Inc., one of the oldest flavor and color houses in the country, was well represented by members of their sales force from both the Chicago and New York offices. Features of their display were their natural fruit and imitation flavors and certified food colors. The booth was attractively decorated with a large photograph of their main plant in the center of the main panel. Representing the company were Hugo Pulver, president, and other prominent officials of the company.

The American Machine & Foundry Company were displaying their always-fascinating wrapping machines, which seem almost human in their operations. These machines are unusually high in speed, and some of them, in addition to wrapping, also cut the candy into the desired size pieces. This firm specializes in machines for individual wraps. In addition to their wrapping machines they were showing the Glen Vertical Mixers in actual operation. The outstanding feature of these mixers is the gradual increase in revolutions per minute instead of two or three set speeds.

The American Sugar Refining Company theme was "Technical Service" featuring in particular their new director of service, Dr. Stroud Jordan. The center panel of the background was decorated with a large blow-up of their technical men, including Dr. Jordan, in conference over a problem of some unknown candy manufacturer. This was a combined exhibit, representing also the Franklin Sugar Refining Company, and representatives of both companies were on hand to greet their friends in the confectionery industry.

Harry L. Friend, as usual, had his exhibit next to that of the Vacuum Candy Machinery Company, since his Friend Hand Roll Machine ties in beautifully with the Simplex Fondant System. He also had a sign on his machine indicating that it had been sold to a prominent candy manufacturer. A little chat



Machine for wrapping one-pound and two-pound plain and extension edge boxes. Known as Model FA-2-Q, this was one of the machines displayed by the Package Machinery Company at the Exposition.

with Mr. Friend revealed the fact that the Convention and Exposition had been more than worthwhile, as two direct sales of this equipment had been consummated during the show and the firm had received many excellent inquiries.

The General Foods Exhibit was divided into two sections, one devoted to the products of Walter Baker Chocolate Co., and the other to Franklin Baker Coconut. The latter featured their new plastic coconut and a barrel of this particular product at the front of the exhibit seemed to fascinate quite a number of the visitors as they played in it with a trowel. The Franklin Baker Division featured their chocolate coatings for candy manufacturers, and offered samples of candy coated with their chocolate as evidence of its high quality.

The Dobeckmun Company exhibit was a very popular one. Using their cellophane bags and printed cellophane in bulk, they had an opportunity to display an unusually colorful array of packages. In addition, they had a miniature sample of their enrober belting on display, which attracted a great deal of attention.

Snow-White Theme In U-Cop-Co Booth

One of the most unique exhibits from the point of view of display itself was that of the U-Cop-Co division of Wilson & Company, which also received special mention by the award judges. This display was well planned and involved plenty of hard work, as I saw them working on it constantly for almost three days before the Exposition opened. Purely from a display viewpoint, it was undoubtedly the most ingenious piece of work at the Exposition. The entire booth space was built up to represent Snow White in a cabin, singing to the seven dwarfs who were engaged in various escapades. The scene was of Winter and all of the snow effects were made out of actual marshmallow, which in turn was made from U-Cop-Co's gelatine. An automatic Victrola which was hidden under the display played several numbers from the famous Walt Disney movie "Snow White and the Seven Dwarfs."

The Triangle-Rapp Candy Weigher, which has an automatic self-feeding conveyor, was displayed by the Triangle Package Machinery Company. The machine automatically fills various sizes of bags with candy or other materials, weighing the amount to the ounce. The operator places the bag in position and afterwards seals it.

Traver's Transparencies Given Emphasis

The Traver Corporation's exhibit illustrated their printing and handling of cellophane and glassine papers. Particular emphasis was placed on their "Traco" transparencies. It is possible for a candy dealer to place this type of transparency on his window and is practically permanent. Many manufacturers have their salesmen install these transparencies on the windows of their dealers, giving them a permanent advertisement for their particular products.

Miss F. T. Helmer of Sylvania Industrial Corporation was her usual Convention self in the exhibit of her firm, which is always very tastefully decorated. She was featuring Sylphrap, the

(Turn to page 40, please)



EDITORIAL

The Exposition

IT has been many a year since the Confectionery Industries Exposition held in connection with the N.C.A. Convention represented so many Exhibitors. Another outstanding feature of the Exposition was the real effort which the allied trades put into the planning and building of booths and the manning of these booths during the Show. Both of these points are remarkable in view of the fact that 1939 has so far not been particularly gratifying to the Confectionery Industry and the supply and equipment industries depending upon the requirements of the Industry.

Apparently the machinery, raw material, flavor, equipment and service firms allied with the manufacture of candy have decided business can and will be obtained, but that the methods of going after and getting such business to which we became accustomed during the "flush" period no longer will bear fruit in abundance; they have obviously decided upon a return to the tried and true methods of the pioneer period when sales were obtained by a steady, plodding, slow but relentless, every-day hewing to the line. Sale of equipment and machinery today, for instance, is not hampered by the absence of need for such things, but rather because so often the consummation of that sale depends upon selling the prospect on the idea that purchase of such materials is the economical, the progressive, the timely thing to do. Any salesman can tell you it is much more difficult to sell an *idea* than to sell a piece of goods or machinery. And so, because the N.C.A. Convention offers the best opportunity to see and talk to a large number of prospective buyers at one time and in one place, we had this year an Exposition in which a very large number of firms were represented, and these firms were represented, in turn, by the most aggressive, the most intelligent and the most effective personnel the various companies could spare for the week of the convention.

Without question, the three-man team of judges upon whom fell the duty of choosing the most outstanding booth found their task extremely difficult. Their conferring of a large number of "honorable mentions" definitely indicates that. Individual opinion may differ over the choice of the winner, but even the dissenters will have to admit that "but one receiveth the prize; in faithful effort alone true victory lies." Were it possible to check up on the amount of business done by any firm at the Show or as a result of its display, figures might also differ with the choice of the judges. We feel they did a good job. In the final analysis, a firm gets from an Exposition exactly what it does or does not put into it.

Finally, it seems but proper to give at least an "honorable mention" to the Show managers. They outdid

themselves in persuading firms to participate in the Exposition, and their service at and during the four-day period was flawless.

Speakers' Bureau

DURING the recent convention it was brought out that our Industry many times has opportunities to do public relations work with other outside groups, particularly organized groups in the distributive division of business, who sell goods produced by this industry, among other things. It was brought out that such an opportunity presented itself recently when a group representing the drug trade held a meeting in St. Paul and asked for a speaker representing the candy manufacturing industry to address them on merchandising of candy. The request was turned down for lack, not of a competent speaker, but of money with which to finance the gathering and rationalizing of subject material and sending the speaker to the meeting.

One of the ideas contemplated in the general scheme of the Merchandising-Advertising Campaign was the setting up of a speakers' bureau which could, on short notice, go out and tell the Industry's story to any group which indicated a desire to hear that story. The bureau was never set up, because no funds were ever allocated for that specific purpose. And no funds were so allocated, because the Industry itself never approached the degree of participation in the Merchandising-Advertising Campaign which the originators hoped to obtain.

This is no criticism of the Merchandising-Advertising Committee. We spoke highly on the accomplishments of the Campaign in our last issue, and nothing has happened since to change that opinion. Mr. Salthe, in his talk at the opening session of the convention, alluded to the fine opportunity presented to the food, drug and cosmetic industries for doing a real public relations job by virtue of the Food-Drug Act. The report of the N.C.A. treasurer indicated that there was a goodly amount of money still left in the Campaign treasury, and the report of the chairman of the Merchandising-Advertising Committee voiced a strong appeal that the work thus auspiciously begun should be continued vigorously and wholeheartedly. It would seem that our finest opportunity just at present for following-through on the fine start would be the immediate organization of material, which could be presented to groups interested in merchandising our products, to school and teacher groups, to women's organizations; in short, to anyone showing an interest in our product.

Successful merchandising means following-through on a strong advertising campaign. We have done a good advertising job; now let's tackle the job of really *selling* the Confectionery Industry.

THE Standard



CITRUS PECTIN *for* CONFECTIONERS

WIRE OR WRITE FOR SAMPLES AND FORMULAS



CALIFORNIA FRUIT GROWERS EXCHANGE

189 W. Madison St., Chicago, Ill.

**PRODUCTS DEPARTMENT
ONTARIO, CALIFORNIA**

99 Hudson St., New York, N. Y.

IMMEDIATE DELIVERY FROM WAREHOUSE IN NEW YORK, CHICAGO, SAN FRANCISCO

THAT REMINDS ME—

(Continued from page 25)

"Chocearly" or "Latechoc," for example, without offending anyone or bowing to any law save that governing purity, and one could make such products at a profit to compete against the cheapest coatings of today. In quite another category are the ice-cream coatings, which, when they contain coconut fat, are just as pure and nourishing as any Chocolate made with cacao butter, far better adapted to their purpose than what is intended to be legalized as "Chocolate Coatings", and can be of as fine a quality and flavor as any of the best recognized legal Chocolates made, provided the right grades of cacao beans are used.

In any case in this argument, while we agree that most Americans are content to accept (through the Chinese system of torture of dripping water) any sweet, brown confection of cacao as Chocolate, provided it tastes strongly enough of vanilla (which within certain limits is actually what will be legalized as Chocolate), such a condition is the result of deliberate education by manufacturers of Chocolate in the past and present. The manufacturers have fouled their own nests and now must lie in them until they have plucked up enough courage to clean house. If the public has already become disgusted (and there are more than rumors to that effect) with the mean quality of the Chocolates offered it for consumption

(which has already been the case with cocoa powder, since color is more important than flavor), it will not be for want of at least one warning voice crying in the wilderness.

Again, if the people do not like Chocolate-flavor, why sell them a poor imitation of the real thing under the name that really means something in Chocolate-loving countries? The same question should be asked about California wines—neither Burgundies nor Bordeaux, yet so called—but both good enough, when you get the right thing (and they can be superlatively good) and bad enough when you don't, to stand on their own merits and marks.

It should be understood that it is not that first-class Chocolates cannot be obtained in America—they can! But those manufacturers with over-large plants have inundated the country with cheap, inferior rubbish to keep their plants running, and so have been instrumental in spoiling the market for more conscientious manufacturers and ruining the taste of the American people.

No experience of any sort is necessary in making just a mixture of ground cacao nibs and sugar together with cacao butter; the boot-black round the corner can make this sort of mess, that comprises the bulk of the cheap coatings today, more profitably in his back-kitchen than the equally ignorant but over-headed manufacturer in his huge factory.

* * *

It has ever been the sign of decadence in business when pride in

product and workmanship ceases to exist.

Nobody but a fool over-expands during a prosperous boom; nobody but a fool (except the man with an already long-established and sufficiently profitable factory) would run a Chocolate-plant on anything but a unit-system; and nobody but a fool, having committed either indiscretion, would then, because of past folly, rush into the most competitive and cut-price field of cheapest coatings where profit must necessarily be small and fickle, and the tricky task of making good financial returns must be arduous and wearing. The reason usually given for this last folly is that production of big sellers (with little or no profit) carries, at any rate, some of the overheads. But why have incurred, in the first place, such a burdensome overhead? And, further, you have to be darned sure of your cost-accounting system to take such a step with confidence.

Unfortunately, there is no official asylum for fools, nor can madmen be helped, except by inoculation, once they have been bitten by the mad dog of this crazy, so-called "modern business method" that is considered clever and so "progressive" but which, in fact, has provided the cause of nearly every business failure since the world began.

And that reminds me that it was the Immortal Bard who said,—

"No profit grows where is no pleasure ta'en;

In brief, sir, study what you most affect."

Association Reaffirms Returned-Goods Policy

By special resolution adopted at the 56th Annual Convention of the National Confectioners Association, the industry re-affirmed its faith in and pledged its adherence to the Returned Goods Policy adopted by the Association some years ago. Specifically, the resolution reads as follows:

"The Resolutions Committee recommends that the Industry voluntarily adhere to the Returned Goods Policy which has been previously recommended by the Association . . . and the Resolution Committee also looks with disfavor upon the policy of consigning merchandise and again appeals to the members to give their support to the Returned Goods Policy."

To refresh the Industry on this Returned Goods Policy, it is reproduced in full herewith:

I. When not due due to Manufacturing Defects:

No member of the industry (manufacturer) shall grant more favorable terms for returned candy than as follow: When candy is returned by a buyer or claim is made by a buyer that the candy is unsalable because of defects in package, quality or appearance, and the cause of same is not due to manufacturing defects or other fault of the manufacturer, the following rules shall apply:

- (a) No manufacturer shall grant any credit or other allowance or replace such candy in excess of fifty (50) percent of the invoice price of such candy.
- (b) No manufacturer shall grant any credit or other allowance for candy returned by a buyer or replace such candy, unless the buyer was authorized in writing by the manufacturer to make such return.
- (c) No manufacturer shall grant any credit or other allowance or make any replacement for any candy not returned by the buyer.
- (d) Transportation charges paid by manufacturers on any candy returned by the buyer shall be deducted from any credit, allowance, or replacement allowed by the manufacturer.

II. When due to Manufacturing Defects:

When the candy is returned by a buyer or claim is made that the candy is unsalable because of defects in package, quality, or appearance, and the cause of same is due to manufacturing defects or other fault of the manufacturer, the following rules shall apply:

- (a) No manufacturer shall grant any credit or other allowance or replace such candy unless claim is made by the buyer within thirty (30) days after receipt of such candy.
- (b) No credit or replacement shall be granted unless the candy is returned by the buyer.

III. In no case shall credit or replacement be granted beyond six (6) months from the date of shipment of the candy.

America's "No. 1" OIL OF ORANGE

Compare this orange oil with any high grade oil and you will know why Exchange Cold Pressed Oil of

Orange, U.S.P. is in such great demand. Ask our jobbers for sample and compare quality and price.



COLD PRESSED, U.S.P.

Sold to the American market exclusively through:

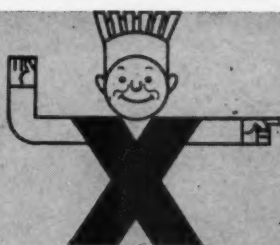
DODGE & OLCOTT COMPANY
180 VARICK STREET, NEW YORK CITY

FRITZSCHE BROTHERS, INC.
76 NINTH AVENUE, NEW YORK CITY

Distributors for: California Fruit Growers Exchange, Products Department, Ontario, California
Producing Plant: The Exchange Orange Products Company, Ontario, California

Copy. 1939, Products Dept., California Fruit Growers Exchange

**FOR PURE
CHOCOLATE
COATINGS**



be sure

you get

the purified

cocoa butter

lecithin . . .

LEXIN

AMERICAN LECITHIN CO.
... ELMHURST, L.I., N.Y.

THE NEW GREER PEANUT CLUSTER MACHINE

Forms and Cools
100 CLUSTERS PER MINUTE

*Practically no labor required
other than packing*

FLOOR SPACE—8FT.x10FT.
*Including Cooler With
300 ft. of Cooling Tunnel*

**MAKES ANY SHAPE OR
SIZE OF CLUSTER**

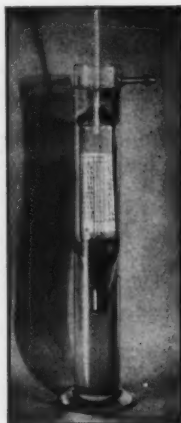
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J. W. GREER CO.
CAMBRIDGE, MASS.

The

LIPEOMETER

(FAT TESTER)



... gives a direct reading when employed with a special solvent and other simple apparatus for the rapid determination of COCOA BUTTER.

Manufactured by
SCHWARZ LABORATORIES
INC. ANALYSTS CONSULTANTS

**Specialists in the Chemistry of
Confections and Cacao Products**
202 East 44th St. New York, N. Y.

SUPPLY TRADE NOTES

American Molasses to Open Chicago Plant

American Molasses Co., New York, announced recently that it had completed negotiations for land and buildings in Chicago to establish plant and tank storage facilities for the purpose of distributing its products in Chicago and the Midwest area. The products handled through the new plant will include sugar, sugar syrups, invert sugars and molasses.



Richard S. Taussig

The company and its subsidiary, the Nulomoline Company, have heretofore operated only a sales office in Chicago. More recently this office has been handling the products of another subsidiary, the Sucrest Corp., which has been operating a sugar refinery in Brooklyn since 1936.

On July 5, 1939, at 10 a. m. in Room 1039, Department of Agriculture, South Building, Washington, D. C., a public hearing will be held for the purpose of receiving evidence upon the basis of which regulations may be promulgated amending those appearing in the *Federal Register* for May 9, by changing certain specifications of some of the listed colors and adding other coal tar colors to the list.

Wecoline Products, Inc., with sales offices in New York, Boston and Chicago, have completed a program of expansion in their plant at Boonton, N. J., where additional machinery and equipment including three new storage tanks more than two stories high have been installed at a cost of \$100,000. The new equipment is installed for the processing of edible oils, fats and some new products which have been developed as a result of research carried on by the firm during the past few years. The company is best known in the confectionery industry as producers of hard coconut butters and related fats and oils.

Dr. C. F. Meibes, eastern sales director and technician for James B. Long & Co., Chicago flavor concern, attended the convention of the National Confectioners Association in Chicago the third week in May. He returned on May 26, making stop-overs at Detroit, Toledo, and Cleveland.

Mr. and Mrs. R. W. Wilmer announce the birth of a son, born May 15. Mr. Wilmer is advertising manager for Fritzsche Bros. Inc., New York flavor house, and former editor of THE MANUFACTURING CONFECTIONER.

For the convenience of its friends who may be attending the New York World's Fair this summer, the American Maize-Products Co., New York, has established a World's Fair Service Bureau at its main office, 100

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Candy Manufacturers say—

SWEETOSE IS MOST SIGNIFICANT DEVELOPMENT IN GENERATION

Now available . . . Remarkable new type of corn syrup that produces candies at less cost!

**SWEETOSE SAVES
IN HANDLING AND
COOKING TIME!**



*Twice
as sweet -
Three times
as fluid -
as ordinary
corn syrup*

**IT'S EXTRA SWEET
AND WON'T
CRYSTALLIZE!**



TESTS PROVE that SWEETOSE gives you these important benefits

- ✓ **Cuts manufacturing costs** — replaces all corn syrup, all or part of sugar.
- ✓ **Saves time and lowers costs** because it permits faster cooking and faster whips.
- ✓ **Makes for easier handling** in storage tanks, pipe lines, kettles. 3 times as fluid as ordinary corn syrup.
- ✓ **Improves taste of candies** — provides needed sweetness — accents other flavors.
- ✓ **Improves texture** — with proper handling it is impossible to make a tough piece of candy with Sweetose.
- ✓ **Lengthens shelf life of candy** — reduces loss from return goods.

For better candies at less cost

Sweetose

**Made by A. E. Staley Mfg. Co.
Decatur, Illinois**

STANDARD SYNTHETICS



presents

ENGLISH OIL OF PEPPERMINT, Redistilled U.S.P.

● Here is fresh appeal for your peppermint-flavored products. The unique flavor and the high quality of our English Oil of Peppermint, Redistilled, are so evident that this oil has met with prompt acceptance wherever introduced.

Ask for Samples . . .

Try it for yourself. Generous samples cheerfully sent. Likewise quotations on your requirements. Just try it!

STANDARD SYNTHETICS CO.

39 West 32nd. Street. New York, N. Y.

RESINOUS LAC-GLAZE

for

CONFECTIONERS

We specialize in RESINOUS LAC-GLAZE
for confectionery, certified as to PURITY



Guaranteed to meet the requirements of the
new Federal Food, Drug and Cosmetic Law.
Buy with Confidence

Write for Samples and Prices

BRADSHAW-PRAEGER & CO.

3250 W. 47th Pl. — CHICAGO

East 42nd St. Hotel reservations and information relative to the daily Fair programs are being handled at the Bureau.

Consumers Import Company, New York, has moved to new quarters at 342 Madison Ave., New York, from its former location at 115 Broad street.

The new California branch of P. R. Dreyer, Inc., New York, dealers in essential oils and aromatic chemicals, is located at 2309 E. 8th St., Los Angeles. Ed. R. Trippe, Jr. is the West Coast representative of the company.

Appointment of the James M. Rothschild Company, Seattle, Washington, and Lang-Sender & Co., Portland, Oregon, as agents for the Felton Chemical Company in their respective states, was announced by Robert E. Felton, sales manager of the company's western branch upon his return from a trip through the Pacific Northwest recently.

CONFECTIONERS' BRIEFS

Robert W. Sloan, credit manager for Reymer & Bros., Inc., Pittsburgh, Pa., was one of those cited in a recent competition for the best series of sales and collection letters held by the Dartnell Corporation, Chicago.

Sales of confectionery and competitive chocolate products during April 1939 showed no change over April 1938, according to statistics made public by the Bureau of Census, U. S. Dept. of Commerce. Sales were off 14.1 percent from March. Sales during the first four months increased 0.4 percent over the corresponding period last year. Dollar volume was up, however, amounting to \$70,832,000 as compared with \$70,560,000 for the same period last year. Areas showing increases in sales for April this year as compared with April 1938 included the following: Georgia, Virginia and North Carolina—5.5%; Illinois, 5.3%; Indiana and Kentucky, 9.7%; Michigan and Wisconsin, 3.3%; Tennessee, 10.6% and Missouri, 0.5%. Greatest declines for these comparative months occurred in Alabama, Arkansas, Louisiana, Mississippi and Texas, 18%; and the far western states which showed an average decline of 17.8%.

"Sweet Meets," official organ of the Retail Confectioners Association of Philadelphia, Inc., and edited by Harry C. Nuss, celebrated its 15th anniversary with the May issue. The first editor was Charles W. Nordland.

Grover S. Goodman, brother of B. H. Goodman, president of Nutrine Candy Co. and chairman of this year's N.C.A. Convention dinner-dance, died suddenly while inspecting a new home he was building in Hollywood, Cal. B. H. Goodman was called away from Convention activities to attend his brother's funeral.

Bradford C. Edmands of the H. D. Foss Co., East Boston, Mass., was elected president of the New England Manufacturing Confectioners Association recently. Other officers include: James O. Welch, James O. Welch

Co., Cambridge, Mass., vice president; William H. Vogler, New England Confectionery Co., Cambridge; Gordon A. Petremont, Gobelin Chocolate Co., Boston, clerk of corporation. Walter H. Belcher remains as managing director. Directors include: Henry B. Fisher, Durand Co.; J. M. Gleason, W. F. Schrafft & Sons Corp.; and Richard D. Muzzy, Daggett Chocolate Co., Cambridge.

Baltimore Confectionery Salesmen's Association will hold its annual Picnic at Brendel's Park, Frederick Road, Baltimore, on June 15. There will be golf in the morning, luncheon at the picnic grounds, and baseball, softball, swimming, boxing and other sports during the afternoon. Dinner will be served at 6:30 in true Maryland style.

S. Shapiro, president of Shapiro Candy Manufacturing Co., Inc., Brooklyn, N. Y., announced recently that in spite of false and malicious rumors, his company is *not* going out of business. As a matter of fact, said Mr. Shapiro, the company intends to go into bigger and better business for the future.

Dixie Candy Co. has opened a manufacturing plant in Gallatin, Tennessee, and is making a general line including 20 different items. Hiram Carr is the candy maker.

The 44th Annual Credit Conference will be held at Grand Rapids, Mich., June 11 to 15. Confectionery credit managers will meet for group discussion under the leadership of B. Frank Fox, Lamont-Corliss Co., New York, and Frederick Poel, A. E. Brooks Co., Grand Rapids, Mich. Food Products and Confectionery Wholesalers will meet under the leadership of John McGrath, Loose-Wiles Biscuit Co., Minneapolis, Minn.

Penn. Association Convention Program

The annual convention of the Pennsylvania Confectioners Association will be held at Galen Hall, Wernersville, Pa., June 22 to 24. There will be an executive committee meeting on Thursday evening, June 22. Business session will be held in the Convention hall on Friday morning at 10. This will be followed by a golf tournament in the afternoon and a banquet in the evening. More golf is scheduled for Saturday. Acting President Robert F. Keppel promises an enjoyable three days to those attending the meeting.

Cobee Brand

HARD FATS FOR SUMMER USE

Scientific hard coconut butters with a high melting point range. Dry . . . sharp in break . . . neutral flavor . . . smooth . . . workable.



If you want to benefit the appearance, keeping qualities and high speed production of your candies in hot weather, write for specifications, samples, etc.

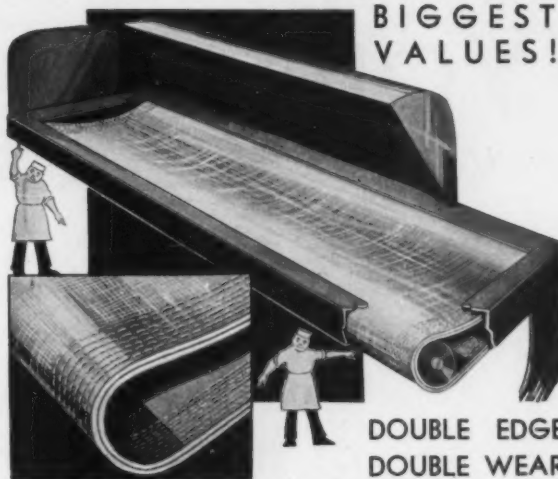
For Coatings — Fillings — Centers

WECOLINE Products, Inc. BOONTON, N.J.
Sales Offices NEW YORK . . . CHICAGO . . . BOSTON

BURRELL

BATCH ROLLER BELTS

**BIGGEST
VALUES!**

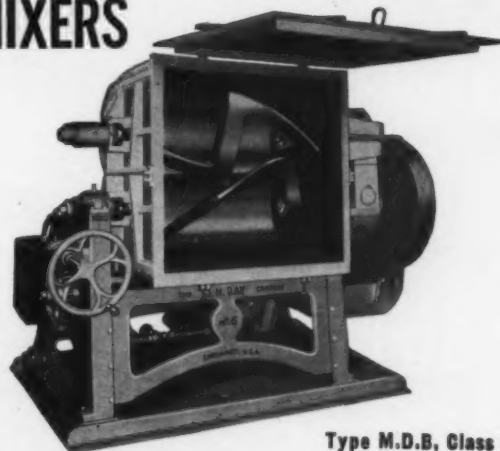


**DOUBLE EDGE
DOUBLE WEAR**

TO GIVE YOU the biggest value in Batch Roller Belts—with longer wearing service—**BURRELL** belts are constructed with patented re-enforced edges—double thickness of fabric plus heavy binding and extra stitching where the wear occurs. Made from specially woven fabric. Yet they cost you no more. Here's belt money value!

BURRELL BELTING CO.
401 S. HERMITAGE AVENUE CHICAGO

DAY CINCINNATUS MIXERS



Type M.D.B., Class 8

This mixer is extremely simple in construction, but is sturdy and durable with few parts subject to wear. It is ideal for rubbing and creaming of butters and sugar products.

Write for Bulletin No. 351

THE J. H. DAY COMPANY CINCINNATI, OHIO

Completes YOUR SALES PICTURE

When your salesman is not there, the confectionery buyer has but one source to which he can turn for your address and a listing of the items you manufacture. That source is THE CONFECTIONERY BUYER, Directory of Confectionery Manufacturers.

Support your salesman with advertising in a medium which not only is demanded by distributors but which gives you a complete, every-day coverage throughout the entire year among as lively and active a group of users as have ever been served by a directory in any industry or field of distribution.

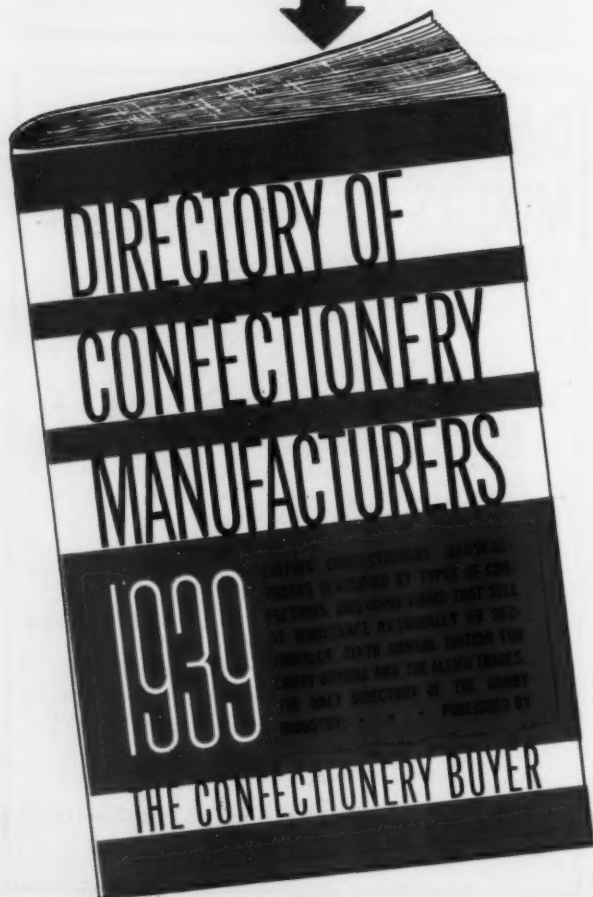
SEVENTH ANNUAL EDITION

AS THE ONLY authentic and accurate Directory of the Manufacturers of America's Confections, this book is annually gaining a wider reputation both within and outside of the Industry. Its authenticity is beyond reproach for it is compiled from information supplied directly to us by the manufacturers themselves. Its accuracy is unquestioned.

No medium offers you as complete coverage of your market, over so long a period of time, for so little money. The Market: 9,000 Candy Buyers and Distributors. The Time: An entire year. The Cost: \$112.50 per page per year, or, \$2.17 per week, or, 31c per day.

Based on these figures, you spend exactly 8/10 cent on each and every Directory user *just once a year!* If you contacted each one of these users just once with a penny postcard, your cost for the cards alone would be \$90, without imprinting, addressing, handling, etc. Yet a full year's advertising can be purchased in the directory for only a few dollars more.

Published in Fall — Forms Close Oct. 1



(SUGARS—Continued)

National Candy Co., 298 N. Broadway,
St. Louis, Mo. (Br. Cities: Kansas
City; Chicago; Grand Rapids, Mich.;
Cincinnati, Ohio)

New England Confectionery Co., 254 Mas-
sachusetts Ave., Cambridge, Mass.

Newton Products Co., 405 2nd Lock
St., Cincinnati, Ohio

Nichols Candy Co., 406 S. Meridian
St., Indianapolis, Ind. (E. of Omaha,
Nebr.)

Nutrino Candy Co., 419 W. Erie St.,
Chicago, Ill.

Ohio Confection Co., 6119 Grand Ave.,
Cleveland, Ohio

Oster Candy Co., 143 S. State St.,
Salt Lake City, Utah

Oswego Candy Works, Oswego, N. Y.

Overland Candy Corp., 1734 W. Aus-
tin St., Chicago, Ill.

Palmer Candy Co., Sioux City, Iowa

Paris Candy Co., Paris, Texas (26
States)

Parolan Candy Co., 1319 Washington
St., Seattle, Wash.

Phoenix Candy Co., Inc., 408 W.
27th St., New York, N. Y.

Puritan Products Co., 225 E. Erie,
Milwaukee, Wis. (Midwest)

Purity Candy Co., 433 Laguna, San
Francisco, Cal. (19 W. States)

Rambke Co., Inc., H. D. Charleston,
S. C.

Read Candy Co., 1245 Fletcher St., Chicago,
Ill. (Dist. Pts., Brooklyn, Los Angeles, San
Francisco)

SUGAR WAFER WORK

Federal Sweets & Wafer Co., 321
Broome St., New York, N. Y.

Hochberger Mfg. Co., 3300 N. Kenneth
Ave., Chicago, Ill. (Candy Ci-
garettos)

Lion Specialty Co., 212 W. Illinois St.,
Chicago, Ill.

New England Confectionery Co., 254 Mas-
sachusetts Ave., Cambridge, Mass.

Rigney & Co., Inc., 248 Park Ave.,
Brooklyn, N. Y.

Rosen & Co., E., 234 Charles St.,
Providence, R. I.

Seavey's Sweets, 26 N. Main, Auburn,
Maine (Me., Mass., N. H.)

Seavey's Sweets, Inc., 26 N. Main St.,
Auburn, Me. (New England, N. Y.,
Penn.)

Schlesinger, Inc., Jos. A., 1398 Blash-
ford St., S. E. Atlanta, Ga.

Smith & Co., Geo. E., Twilightwax,
Ohio; P. O. Box 165, Loveland, Ohio

Spangler Candy Co., Bryan, Ohio

Standard Candy Co., 443 2nd Ave., N.,
Nashville, Tenn.; Dist. Pt. in Bir-
mingham, Ala. (So., S. E., Can., Mid
W.)

Startup Candy Co., 500 S. 1st West St.,
Provo, Utah (Utah; Idaho; Colo.;
Wyo.; Nev.)

Sweets Co. of America, Inc., 414 W.
45th St., New York, N. Y.

Thinsall Candies, Inc., 1407 W. Jack-
son Blvd., Chicago, Ill.

Thomson's Home Made Candies, Inc.,
2341 Wolfram St., Chicago, Ill. (Central
& Midwest)

Two Star Candy Co., New York, N. Y.

Underwood Candy Co., Inc., 214 1st
Ave., W., Oskaloosa, Ia. (Iowa)

Williams Co., S. L., Norfolk, Va.

Woodward & Co., Inc., John G., Coun-
cil Bluffs, Iowa

Ziegler Co., George, 412 W. Florida St.,
Milwaukee, Wis.

Zion Institutions & Industries, Inc.,
Candy Div., Zion, Ill.

Nutrino Candy Co., 419 W. Erie St.,
Chicago, Ill.

Package Confectionery Co., South
Boston, Mass.

Poehler Lozenge Co., Inc., Brooklyn,
N. Y.

Wunderle, Ph., 9th and Somerset Sts.,
Philadelphia, Penn.

Ziegler Co., George, 412 W. Florida St.,
Milwaukee, Wis. (Dist. Pt., Seattle, Wash.)



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CANDY IS DELICIOUS FOOD
ENJOY SOME EVERY DAY!

EXPOSITION—

(Continued from page 29)

cellulose product of this company. Her unusually colorful exhibit showed many samples of candy packages using this product.

Stokes & Smith Company kept a constant crowd around their booth as they operated the Transwrap Machine, which not only forms a cellophane bag from cellophane on a roll, but also fills and seals it. In this particular operation, small bags of jelly beans were being filled and distributed by the handful to all visitors.

A very interesting exhibit was that of Stein-Hall Mfg. Co., featuring starch, flour, coconut, albumen, stabilizers, adhesives and Stein-Hall process for corrugating various types of board. A small whipper using their own albumen was an action feature of their exhibit.

Anheuser-Busch, Inc., featured the candy slogan of the National Confectioners Association, "Candy is Delicious Food" in a very attractive exhibit using a dark background with silver trimmings. In the center panel a large 10 pound box of candy was suspended in such a way that one could see the contents of the box through a mirror which was attached to the inside of the box top. This also was a mechanical display, and the box closed and opened before one's eyes. The corn products of this company were adequately displayed in bottles and tubes on counters, and candy made from the products was offered to Exposition visitors. The judges awarded honorable mention to this booth.

Powdered Fresh Egg Whites furnished the theme for Armour & Co.'s booth, which also received honorable mention. The exhibit played up the trade name "Cloverbloom" and candies made from this product were given as samples. R. J. Turner, head of the Egg Albumen division, Alfred B. Cassidy and Geo. W. Eddington, Jr., were on hand to greet visitors.

The Atlantic Gelatine Co., Inc., displayed their product in attractive displays and gave away samples of marshmallows and marshmallow cookies made from their product.

Dipping fruits, fruit extracts and colors were illustrated by the Blanke-Baer Extract and Preserving Company in their exhibit. Samples of delicious candy made with their products were given to visitors by A. H. Knese, sales manager, and others in attendance.

As usual, T. R. Schoonmaker, head of the Brazil Nut Advertising Fund was on hand with an attractive booth designed in true tropical fashion. The display also featured unusually delicious candies made with Brazil nuts and by the formulas contained in the formula book which Mr. Schoonmaker was presenting to his friends among the candy manufacturers.

The booth of the Decorative Art Glass Company, was unusually brilliant, for the background of the display was made up of sections of glass and mirrors featured by this company. The shelves and counters comprised the balance of the booth, all of the glass and mirror-boxes displayed are used widely throughout the candy industry as re-use containers and premiums.

Packaging Exhibits Show Variety

Speaking of packages, one could not miss the unusually colorful booth of A. Klein & Co., Inc., with its display of fancy paper boxes. This firm specializes in heart boxes, but this year they showed many beautiful designs which could be used as gift containers during any period of the year. Joseph Ehrenfeld was faithfully on duty here, busily explaining the workmanship of these lovely boxes to buyers for candy manufacturers.

The Interstate Folding Box Co., had a different story to tell in the form of a large sign. They asked "How Much Valuable Space in Your Factory is Consumed by Empty Set-up Boxes?" Their display consisted of a large number of folding boxes which are being used by candy manufacturers in this country. Their argument is a good one: "Use a set-up box which is easily shipped and easily stored in your plant. Judging from the activity in their exhibit, I would say they brought many manufacturers around to their point of view.

Converters of Cellulose and Glassine paper seemed to have a predominance at this show and among them was Shellmar Products Co., who had a very attractive exhibit showing the way in which they have applied printed transparent packaging to confectionery products. Using basic paper products, they produce wrappers in rolls and in sheets and also bags, envelopes and decorative holiday material. Their exhibit beautifully illustrated the application of their service to these products.

Well-known to candy manufacturers is the F. J. Schleicher Paper Box Company. Well known, too, is their exhibit at confectionery expositions. Their line of paper boxes, as shown in their exhibit is wide ranged, but in this particular show they emphasized Valentine Boxes, and some of them were almost lovely enough to take one's breath away. Candy in boxes of

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this type would be negligible. One would feel that the candy was a premium given for the purchase of the box, instead of vice versa.

Speaking of boxes, but switching from paper to wood, one could find in this exposition three prominent producers of wooden and metal containers. The Pilliod Cabinet Company had their usual display of miniature cedar chests and fancy wooden boxes of many types which are used as re-use containers for candy.

Another producer of the same type of packaging equipment goes a bit further and shows gift containers not only in wood, but in metal and glass. This firm, Max Rubin & Sons, had a very attractive display of containers, some of them entirely wood, but most of them a combination of mirror glass and wood. In addition, a few metal containers were shown by this firm.

Another exhibitor of fancy wooden boxes was the Nussbaum Novelty Company, specializing entirely in wooden containers which are used as gift boxes. They displayed a line with which one could compare with the finest products of this nature which are being offered to candy manufacturers throughout the country.

Mawer-Gulden-Annis, Inc., had their usual display of dipping cherries and fruits and again practically everyone who visited the show, including the exhibitors, had at least one of their delicious coated cordial cherries.

Getting back to wooden containers (it looks like you can't buy candy unless you buy some wood along with it), there was the exhibit of Merchants Box Company, which incidentally, was practically the first thing one saw when he entered the Exposition Hall. G. Herbert had a busy week of it, explaining to his many friends and customers in this industry how they might advantageously use these wooden containers, which are very attractive for gift candy.

There is hardly anyone in the confectionery industry who is not acquainted with the Industrial Division of Merck & Company, Inc. Just to be sure that they presented their story to the possible one man who knew nothing of the quality of their flavors, acids, etc., this firm presented their products to the visiting candy manufacturers in the form of a very colorful and tastefully decorated display.

Milprint Service Dramatized

Since this piece is mainly directed at those candy manufacturers among our readers who did not get a chance to visit the Exposition, I can only say that you missed a chance of a lifetime for a lot of free service when you were not there to visit the exhibit of Milprint, Inc. They did not quite give you a hotel room, but they gave you all the services of a good hotel right in their booth. If you needed a page boy, they had them on hand ready and waiting to take your message to the far ends of the earth. If you needed a stenographer to write your secretary that you would not be home quite as soon as you expected, she was ready and waiting to write all the details that you dictated and more seriously, if you had a problem concerning the new Food, Drug & Cosmetic Act of 1938, a consultant was on hand to advise you. Incidentally this firm will furnish you with all the printed bar wraps you have occasion to order.

Of course, the Bausman brothers of National Equipment Company were on hand, and they had the National Enrober right there along with the Bausman Decorator. Using the space afforded them by a corner booth they displayed these two well-known machines in effective fashion and hardly had a chance to grab a bite to eat, since the booth was always crowded with old friends.

Inasmuch as this was a candy Convention and Exposition, one

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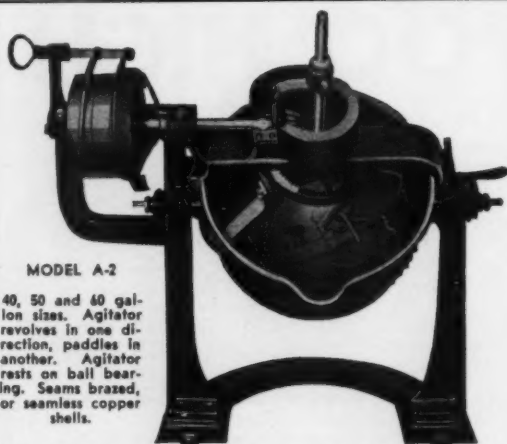
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Whether it is for nougat, caramel, fudge, or any batch that will pour, this tilting mixer will give efficient and long service. It is tested for 200 lb. cold water pressure. Can be run with tight or loose pulleys, or direct drive.

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would naturally get a bit fed up with sweet things, but strolling past the National Sugar Refining Company exhibit, it would be hard to pass it up even though their product is the mainstay of all sweet things. Probably the most attractive item in this exhibit was Robert Whympier, who managed to sit there most of the time in spite of the fact that people from all over the Exposition were trying to get a word with him. As Chemical Consultant for the National Sugar Refining Company, Mr. Whympier was in great demand, but he was probably very wise in staying close to the exhibit since his very presence drew a great number of people there and they saw a very attractive display featuring the various sugar products of this refining Company.

Nulomoline Receives Honorable Mention, Also

The exhibit of the Nulomoline Company which also received honorable mention from the judges, was a large and exceptionally colorful one. Everyone in the candy industry is familiar with the products of this company, and consequently the greatest emphasis was placed on the fact that a new Chicago plant had been recently opened in order to serve the Middle West with these products which have heretofore been shipped from New York. A large map in the center of the display showed the various plants which are now being operated by this company. Indirectly lighted lines showed the shipping lanes, illustrating the fact that they are in a position to deliver to almost any part of the country very promptly. As usual, the balance of this display devoted to the promotion of Nulomoline, Convertit and Nulco MeloBan. The candy counters at the front of this booth displayed looking samples of candy made from the products featured by this company.

It was interesting to see the different types of displays which can be made from metal wire, as shown by the Mayer Mfg. Corp. Although most of the displays are made to order for various candy manufacturers and distributors, the company also carries a large line of stock displays which are proportionately lower in cost per unit.

I could use as much space as has already been used for this story if I tried to tell you the "upstairs" end of this convention. I think it will suffice to say, however (since you are undoubtedly an at least occasional conventionite) that most of our good friends exhibiting products in the convention were also exhibiting the products of the better distillers in lavish suites furnished through the courtesy of the Palmer House (for so much per day). Anyway, I am sure that if you had been there you might have accomplished the unusual feat of getting to bed before 3 a. m. at least once. Regardless of all that, all these fine exhibitors will be glad to welcome you to the Confectionery Industries Exposition in New York next Spring. Goodbye, till then.

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COLOR - MAGIC KEY TO CONSUMERS' FANCY

By **HOWARD KETCHAM***

President, Howard Ketcham, Inc.
New York, N. Y.

DID your morning's mail contain any outstanding promotional letters? Probably not. Many manufacturers employ direct mail solicitations to help build dealer outlets. Retailers use it to bring in new customers. For years it has been common practice to use a good grade of white paper when sending circular letters for this purpose. That color is of vital importance in developing greater markets was proved by an interesting direct-mail campaign conducted by a manufacturer of a new market device.

First: A mailing list as nearly perfect as possible was prepared totaling 11,000 worthwhile prospects. Black lettering on white paper pulled only 4% of replies. The disappointment of the first mailing developed another issue. Using the same copy, but dividing the mailing into a number of color combinations, the same 11,000 persons were again circularized, this time in 11 groups of 1,000 each. Each group received the same copy, with the same letterhead design—but each group received the message on a different color of paper, with an envelope of contrasting color.

The tabulation of the results of the second mailing in comparison with the results of the 4% responding to the first mailing is convincing proof that certain colors are *magic keys to consumers' fancy*, and that color used as an aid in merchandising, advertising, and display holds tremendous possibilities and in most cases these possibilities are untapped. As such, color is deserving of serious consideration.

In the second mailing, replies came from 48% of the prospects who received a light red value (pink) of letter paper in a blue envelope—34% responded to orange colored paper in a blue envelope—green paper drew 28% response when used with a blue envelope, and so on.

It takes such revealing tests to make one realize how deep-seated and age inculcated is our color association, and how definitely the psychologically correct colors can be used to sell candy. People do react in different ways to different colors. It is upon this fact that the science of Color Engineering is based; and there are many instances in which the wrong use of color or technique in merchandising color proved costly.

Color reactions are not general—they are specific to a certain hue, value and chroma of a certain color. For example: Such effects of color can be measured and anticipated. Precise knowledge of them can be harnessed directly to the task of selling more candy—and more of anything for that matter.

*Address presented at the Production Forum Session, National Confectioners Association Convention, Palmer House, Chicago, May 23, 1939.



Howard Ketcham

What kind of red, for example, is best for use on peppermint sticks? There are many different variations of this popular candy hue. There are dark reds, yellowish reds, bluish reds, light red (pink) mauve and just plain red. Each of these distinct red hues has several values; high, middle and low in addition to variations from greyness to full color strength (an olive green is a grey green, an emerald green is a full strength of green).

In all their possible combinations for use in candy, these separate elements of color make for an infinite number of variations. For success in today's competitive candy market a manufacturer needs to know the exact hue, value and degree of strength of color that will accomplish a desired result. To harness color for your use, market analyses of color are essential and thus, consumer appraisals must be conducted along lines that will insure specific facts about consumer preferences for colors.

Today, many major industries depend upon the indispensable results of accurate color forecasting. What is the public buying now—in terms of color—what will it buy next month—next year? A candy producer or dealer knowing to which colors the public is most responsive can confine his colors to the most saleable ones and thus maintain smaller inventories. He can thus gear his candy production efficiently to consumer buying habits. Color preferences are shifting constantly. It is just as costly to be too far ahead of color trend as it is unprofitable to lag behind.

Scientific Color Surveys Point Way to Trends

Only through impartial, scientific color surveys, conducted at frequent and regular intervals by qualified experts can the candy business keep pace with tastes in color, much less anticipate color trends in advance of competition. Such surveys are being conducted con-

HOWARD KETCHAM, is known throughout the world for his work in connection with Color, Design, Display and Illuminating Engineering. As head of the firm bearing his name, he is called upon to apply his knowledge and experience in colors and color work to a variety of problems in widely different fields. For instance, his latest accomplishment was the decoration of the passengers' quarters in the new Yankee Clipper, where the particular problem involved was the blending into a superharmony of a variety of colors designed to comfort passengers not accustomed to air travel.

Window displays designed in the Ketcham studios at the direction and under the supervision of Mr. Ketcham are produced in quantities and syndicated to stores all over the country.

stantly for manufacturers of house paint, motor cars, plastics, women's wear and home furnishings.

Research concerning consumer color preferences has made great strides in recent years. Leaders among manufacturers, distributors and advertisers have proved time after time the value of these findings and others have had to follow in order to keep up with the procession. In spite of all this, not more than one-fourth of the manufacturers in the United States are appreciating the selling powers of color in their products and are, to the fullest, grasping the opportunities correct colors afford in creating new markets and in extending old ones. All those who properly color their products realize substantial sales increases. Determining what interests people and how much, is worth every dollar of its cost.

Think what could be accomplished toward measuring consumer likes by directing the acceptance of candy in various colors of cellophane wrapping. A basically white candy could be made to assume nearly any desired hue. Using but 10 standard colors it would be possible to produce added color variations and nuances. For example: Amber-colored cellophane over light green cellophane will produce a realistic lemon-like hue. Blue over light green provides a subtle deep cool looking turquoise effect. Pink with tango produces a dark luscious tan. Amber combined with violet produces a splendid dubonnet hue. Thus you see what an amazing variety of color effects may be produced on white candy with but ten basic stock hues skillfully applied. So long as the intent is to stimulate the appetite appeal and not to deceive the public, any attractive color combination will probably be within the limit of the Pure Food and Drug Act. Amber-colored "cellophane" is not permitted for use on noodles to give the impression of more eggs in the noodles.

The increasing vogue for surprise effects in color helps to create attention. Desirable surprise effects may be introduced with the use of colored transparent wrappings. For instance: A dark blue-green morsel can be improved by the use of a green wrapping over a violet-colored base. Chocolate can be made to look richer by wrapping it in an amber-colored transparency. Greenish yellow candy effects can be produced by the use of a light blue on yellow molasses candy, although the candy

color will be somewhat darkened in the process. Avoid the use of dark blue on red candy unless you wish it to look like licorice. Amber-colored cellophane turns bluish reds into a festive golden tan hue. The use of unnatural unusual colors for natural products—white tomatoes, green eggs, blue pickles, red frogs—are not advocated.

Correctness of Color in Candy Vitally Important

Having the correct color in candy and in candy advertising is a matter of vital importance. Color affects the appetite. If you doubt it, visualize for yourself a meal of potatoes, meat, bread, ice cream and coffee and now just suppose that this meal was brought to you in terms of green potatoes, bright yellow meat, blue bread and purple ice cream. Could you eat it? Color helps idea association and it is a necessary requisite for securing the illusion of realism and forces in its scenes.

Because having the correct color is so very important in the case of candy, it is preferable to reveal the appearance of the actual pieces with transparent or semi-transparent coverings. The same general effect can be simulated through the use of color-filters in these food hues used on spotlights, directed upon window displays. A blue light filter should never be used to illuminate red candy boxes in a display window as they will become a dark, meaningless mass. Magenta is an ideal filter in illuminating dark colored chocolates. Orange filters are effective for use on light colored chocolates.

In displaying candies color correcting light tends to eliminate glare, eyestrain and shadows. It imparts distinction to detail, increases visual acuity, produces less specular reflection and provides a greater amount of selling light per watt of energy consumed. In neon-type illumination red has the best display visibility followed by blue, green, gold and white. In general a yellow neon letter at maximum intensity one foot high, can be distinguished 500 feet away. To be legible at 1000 feet the letter should be 24 inches high at the greatest possible intensity.

Cool, color-correcting light has been made practical. Such a light is ideal for use by confectioners as it does not tend to melt the merchandise. The heating effect (radiant energy) of a conventional 40 watt incandescent bulb is 5.2 relative values. Imagine from this the heat generated by a 200 watt incandescent lamp and its influence on chocolates. The highly efficient, cool fluorescent lamp available in 15 - 20 - 30 and 40 watt units emits only 1.0 relative value of radiant energy. The glass covering of this lamp will serve to still further cut this small quantity of heat energy (possibly as much as a third).

Light Control Factors Influencing Color Preference

Fluorescent type light is both functional and decorative. It is functional in providing cool, well diffused, non-glaring light; it is decorative in that it lends itself excellently to designs with light in both white and colored patterns. The fluorescent lamp fixture must be designed so that it not only heightens the potential utility of the unit but also serves to enhance the appearance of the interior of the window of the store and the merchandise. Most factors of color preference and the ability to see colors properly are influenced by factors of light control.

- I. Intensity of light: improves acuity of vision; improves speed of vision (particularly in the case of moving objects); increases productivity; lessens danger hazards.
- II. Directional Control of lighting: eliminates glare effects from the eye; presents textures and patterns in their true relationships; produces helpful shadows and action effects. Promotes economy of lighting.
- III. Diffusion of light: equalizes intensity over working area; tends to eliminate specular reflection from polished surfaces; provides better hygiene conditions for the eye.
- IV. Color filtration of light: increases visual acuity; emphasizes colored objects; creates desirable atmosphere; promotes color harmonies; reduces color fading in merchandise.

Thus we see that qualities and quantities of light and color can effect our appreciation for merchandise and improve working surroundings in our stores and homes. Color is no more important in one branch of industry than in another, nor are color preferences less pronounced among children than they are among grown people. According to Ruth Shaw, who has done much work in this field, there is a close relationship between color and the normal reactions of a child. Miss Shaw claims that most normal boys paint in blue except when they seek to portray a female figure, then they use red. Girls prefer to paint in red unless they are of the clinging-vine type, in which case they use yellow. Children who use purple as a rule are creative and talented, while a preference for green may indicate an extraordinarily intelligent child. Children are very much affected by the color of food. In one test, 80% of the kiddies showed a decided preference for light-colored cereals although the taste between these and other cereals was negligible. We all know how definitely the appetite acceptance of grown-ups can be quickened when the color scheme of a crisp green salad is accented with a garnishing of bright red tomato slices.

Color Influence on Retail Sales

Color in retail outlets can contribute a great deal toward sales increases. It is reported on excellent authority that one large chain store found when they restyled their stores with paint that sales increased from 14% to 48% which is more proof that color, when properly selected, can prove a magnet to consumers' dollars. The fact that this increase was registered prior to the recent drop in retail sales volume, does not alter the fact that color is an effective salesman. Many candy stands and vending machines suffer from lack of patronage probably from the excessive use of white. In an attempt to indicate cleanliness, the use of too much white makes them appear actually cold and uninviting. There are several excellent colorful plastics made in sheets and produced by many large reliable concerns, and while these can suggest cleanliness, their colors are inviting. These plastic sheets may be used for the tops of counters as well as for wall panelling and with them effectual color and design inlays may be secured.

For years industry has been greatly concerned with product development, processes and equipment. Until recently comparatively little effort has been extended in



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Both machines are built for the most exacting requirements and carry our unqualified guarantee.

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EST. 1906

MIDDLETOWN, N. Y. - - - U. S. A.

IT'S *Smart*

TO BE THRIFTY



Although the saying is old it still applies today.

By saving 10-25% when purchasing your cellophane in rolls and cutting into sheets on this fully automatic PETERS CELLOPHANE SHEETING AND STACKING MACHINE, you are indeed THRIFTY. Any size sheet from 2" to 24" wide by 3" to 28" long can be handled.

Machine automatically stacks the sheets as they are cut and when Stacker Table is filled, the machine automatically stops, therefore requiring no operator. Requires floor space of only 3' by 4', operates from Electric Light socket and is portable.

Write for complete information on this economical machine and see how much your packaging cost can be reduced.

PETERS MACHINERY CO.

4700 Ravenswood Ave.

Chicago, Ill.

revamping the appearance of slow-moving articles and insuring greater success of sales "leaders."

In all lines manufacturers of 20 years ago who are still in business today are the ones who sought change—who invited improvements—who were actually trying to discover what the consumer wanted. Some form of survey was used to determine this consumer preference. When they determined what was desired, they did not hesitate to discard old methods and ideas and to adopt the new ones to meet the latest situation.

We have learned comparatively recently that new, smart and attractive candy packages are easier to sell and bring better prices than those which are merely cheap. Thus correct color has become the most important single factor in selling many types of candy, because color in the product or the wrapper affords an easy escape from the drab and the uninteresting—it never costs any more to use the right color.

Many manufacturers have failed in their sales promotional efforts with color due to a too persistent attempt to push products in colors that fall short of the standards of taste of the consumer.

Perhaps the time is not far distant when candy manufacturers will become fashion minded and offer their merchandise wrapped with colors that match the current promotions offered by the National Retail Dry Goods Association. In this connection it may be of interest to this convention to note that the colors that it is expected will produce the bulk of spring and summer buying in women's wear, together with the percentage of importance attached to each other for daytime wear are the following:

- 40% White
- 25% Blue
- 20% Pink
- 10% Green
- 5% Yellow

The tremendous increase in the use of color—colorful wrappers, containers and displays—in the candy trade during the past five or six years can mean only one thing: Color skillfully employed has power to create atmospheric effects—to stimulate greater interest in an appreciation for goods and services—it has the ability to endow merchandise with authentic glamour—to give it convincing emphasis—and to dramatize its selling values.

Color dominates the world of today in all fields and in all uses. It emphasizes purity, freshness and gaiety by the sheer force of its symbolism.

S.W.C.A. Holds Convention In Chattanooga, Tennessee

Headlining the speakers on the program of the annual convention of the Southern Wholesale Confectioners Association, to be held at the Read House, Chattanooga, July 27 to 29, will be Harry R. Chapman, president of the National Confectioners Association; William F. Heide, chairman of the N.C.A.'s legislative committee; Mrs. W. E. Brock, wife of one of the South's most prominent candy manufacturers; and Mrs. Harry Potts, widely-known confectionery jobber of Lexington, Kentucky.

A suggested list of problems and subjects is being circulated to S.W.C.A. members and other jobbers and all are asked to indicate the subjects which they would like to hear presented in the business meetings. In addition, provision is made for each jobber to list additional subjects which he would like to have presented.

The jobber salesmen's program will include a forum or round table discussion of a number of problems with which jobber salesmen are confronted, including several which are designed to assist the salesmen to do a better job of merchandising through the retailer. Efforts are being made to secure several merchandising experts of known reputation to discuss these problems with the salesmen.

Further, the annual convention of the Southern Candy Salesmen's Club will be held in Chattanooga on July 25 and 26, just prior to the S.W.C.A. meetings. Key-note speaker of this convention will be James F. McHugh, New York representative for Smith Bros. Inc., according to an announcement by Richard F. Willingham, president of the Club.

Following are the officers and directors of the Packaging Institute, Inc., elected at the recent organization meeting held in New York: William M. Bristol, Jr., vice president, Bristol-Myers Co., Hillside, N. J., is president; Carl H. Lambelet, president of the New Jersey Machine Corp., Hoboken, N. J., was made vice president. Included on the board of directors are Morehead Patterson, American Machine & Foundry Co., New York, and C. E. Schaeffer, Stokes and Smith Co., Philadelphia, Pa.

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THE *Manufacturing* RETAILER



A.R.C. HOLDS ANNUAL CONVENTION IN ST. LOUIS

WITH a total registration in the neighborhood of 150, the 23rd Annual Convention of the Associated Retail Confectioners of the United States came to a close May 24, after three days of intense activity and interesting discussions. The convention was held at the Statler Hotel, St. Louis, May 22 to 24. The attendance included retail confectionery manufacturers from every section of the country.

Real activities of the convention got under way on Sunday evening, May 21, when the conventioners were the guests of the St. Louis A.R.C. members at a reception and buffet supper on the mezzanine of the Statler. A friendship breakfast was also held on the mezzanine on the morning of the first convention day. Following the opening address by retiring president Chester Asher and the secretary's report by William D. Blatner, the Open Forum discussions began. The A.R.C. does not include formal talks on its convention program, but gives the members full opportunity to present and discuss their problems at the open forum sessions.

One chairman presided over the eight groups organized for the forum and this chairman called upon confectioners, called upon 30 days in advance of the convention to prepare subject material, to develop the questions scheduled for discussion. Selling problems were discussed from four aspects. First, what are the advantages, danger, and what is apt to be the result of selling at wholesale to industrial institutions? Second, are week-end specials at odd prices good merchandising and do



John Mavrakos, Newly-Elected
President of the A.R.C.

they prove profitable? Are they part of your regular line of candy? Third, are five-cent and ten-cent bars replacing bulk and package merchandise? Isn't most of the candy sold in this country found in the field of bars and bar goods? How have its sales affected the high class retail manufacturer? Fourth, is it desirable to hold sales after holidays?

Retail confectioners' promotion activities were studied from five different viewpoints. First, what can be done to keep the candy business from being so largely a seasonal business? Second, what can be done to impress the public with candy and its food value? Third, what methods may be used to offset department store competition on cheap packaged candies? Fourth, what can be done to combat the impression that candy builds fat in the human body? Fifth, can the private-home candy maker be eliminated?

Mail order business also came in for a share of attention by the Open Forum, where the members discussed the question from four angles. First, Do you carry parcel post insurance, or do you insure your own shipments? Second, How do you handle claims for lost and damaged shipments? Third, should the association take steps to have parcel post insurance include indemnity for loss by melting in transit? Fourth, What can be done to protect candy shipment sent by mail from damage by heat?

Merchandising, too, came in for its share of attention by the forum audience. Six questions were used as the basis for discussion which was begun with the statement that it is evident a large percentage of retail manufacturers fall short of the knowledge of modern merchandising. The first question was: What can be done in an organized way to educate the retail manufacturer in the best standards of practical merchandising? Second, what price has produced the greatest dollar volume and the greatest profit? At this best possible price, how important is the appearance of the package? Third, is the two-pound unit outselling the one-pound unit? Fourth, has printed string helped to increase sales? Fifth, is it advantageous to carry a one-piece line of candies,

New Officers and Directors Associated Retail Confectioners of the U. S.

OFFICERS

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Harter, Heber Harter, Inc., Cleveland, Ohio;
George Kaiser, Parkside Candy Co., Buffalo, N. Y.;
Lawrence See, See Candy Co., Los Angeles, Cal.;
and W. H. Scott, Dutch Chocolate Shop, Columbus,
Ohio.

rather than various candies in different price ranges? Sixth, does the granting of a reduction on several pounds of candy over the one-pound price really stimulate larger sales?

In this connection, it was also very logical for the assembly to discuss advertising, and here, too, definite questions were set up in order to stimulate discussion. They were: 1. Is radio effective for our type of store? What kind of program is best? 2. What percentage of sales should be spent for advertising? 3. Can a downtown metropolitan store profitably use mailing lists? Can a neighborhood store? 4. What is the relative effectiveness of small and large newspaper ads?

Problems of manufacture were also included in the Open Forum sessions, and in this connection a demonstration of the proper use of flavors and colors was presented for the assembly. The manufacturing discussion centered its attention principally around cost finding and keeping cost records. Miscellaneous subjects brought up for discussion included the problem of customer turn-over during the noon rush hour in lunch rooms, proper methods of serving sodas and sundaes, methods of increasing candy sales in ice cream stores, and packaging for special holidays.

Twenty-Six Exhibit Candy at Style Show

Twenty-six manufacturers exhibited their wares at the Second Candy Style Show, which was held on Monday evening in the Grand Ball room of the hotel. The candy displays were set up on rubber-tired carts which were wheeled through the audience by pretty girls dressed in fancy costumes, while a master of ceremonies discussed the high points of each display over a public-address system which could be heard in every part of the room. The costumed girls pointed out or held up the various items as they were described by the master of ceremonies. Following the showing of these candies, the audience was treated to a musical review.

Candies shown at the Style Show were kept in the air-conditioned ballroom until Tuesday morning, when

they became part of the Candy Clinic exhibit. Only the best and most outstanding items of each manufacturer were shown at the Style Show. At the Candy Clinic, these numbers were supplemented by the other lines manufactured by each company and exhibited on long tables along the walls of the room where the Clinic was held.

The Candy Clinic on Tuesday was in charge of Mrs. Ora Snyder of Chicago. It consisted of manufacturers identifying the various pieces and assortments in their lines, displayed on long tables, and explaining their methods of making specialized items and the details of packaging and selling these individual numbers. Helpful suggestions or ideas for manufacturing or packaging were sometimes volunteered by members of the audience.

Following adjournment of the Candy Clinic on Tuesday afternoon, came reports by the Resolutions and Nominating Committees, and the election and installation of the new officers for the next year. Names of the new officers and directors are given in a "box" accompanying this article. The Annual Dinner Dance was held in the Grand Ball room of the Statler on Tuesday evening.

Many of the attending retail manufacturers left on Tuesday evening to attend the last day's session of the N.C.A. meeting, which was running simultaneously in Chicago, but a large number stayed on in St. Louis to take in the tour of inspection which was scheduled for Wednesday. In buses these delegates visited the stores and manufacturing plants of several outstanding retail confectioners in St. Louis. At the Mavrakos Candy Co., the visitors saw what is regarded as one of the best laid-out retail plants in the country. At the Busy Bee Candy Co. they saw one of the longest candy counters and were amazed at the variety of candy pieces and lines manufactured and sold by this company. At Bissingers they saw at first hand the method of handling flavors and colors which Karl Bissinger had explained at the Open Forum session on Monday. Herz-Oakes Candy Co. demonstrated their merchandising methods.

Among those who participated in the Open Forum discussion were: George Frederick, Herz-Oakes Candy Co., St. Louis; W. H. Scott, Columbus, Ohio; Charles H. Welch, Sanders, Detroit, Mich.; H. T. Ellis, Harrisburg, Pa.; Herbert L. Dimling, Pittsburgh, Pa.; John Mavrakos, Mavrakos Candy Co., St. Louis; Mrs. B. B. Heine-mann, Milwaukee, Wis.; Karl Bissinger, St. Louis; George Kaiser, Buffalo, N. Y.; M. D. Meiss, Putnam, Inc., Cincinnati, Ohio; Mrs. Helen Maier, The Candy House, Rochester, Minn.; Charles Mitchell, Nashville, Tenn.; Ruth Meinsen-Kueck, Wolferman's, Kansas City, Mo.; L. M. McMillan, Busy Bee Candy Co., St. Louis; George Hope, Hope's Confectionery, Fond du Lac, Wis.; Mrs. Ora Snyder, Mrs. Snyder's Candies, Chicago; L. A. See, Los Angeles, Cal.; W. D. Dent, Bauer's, Denver, Colorado; Heber Harter, Cleveland, Ohio, and many others.

An advertising service of particular appeal to confectionery manufacturer-retailers, is being offered by Sherman B. Paris, Boston, Mass. Founded on the idea that the busy retail candy manufacturer does not have time to give proper attention to advertising of his goods to the public, Mr. Paris' so-called "Memogram Sales Appeal" is designed to provide, at low cost, a personalized, catchy advertising program based on the every-day and special occasions which call for gifts of candy.

SALTHER—

(Continued from page 22)

ent was used in fabricating the food. That is, in case where a trace of some ingredient is used and the label would indicate that it is made up largely of that particular ingredient of which there may be just a trace.

Then we also have artificial coloring to be declared; artificial flavoring must be declared; chemical preservatives must be declared. If it is an imitation, it must be labeled that it is an imitation. If represented for special dietary use, information concerning its vitamin, mineral and other dietary properties have to be shown. If you are going to make claims for vitamins, be sure that the vitamins are there. If you add vitamins, then show the potency of the vitamins added.

If it is represented as a food for which a standard of identity has been prescribed and optional ingredients are permitted, the common names of the optional ingredients present must be declared.

Information may lack prominence and conspicuousness because of these reasons:

Failure to appear on the panel ordinarily displayed. Failure to appear on all panels when more than one panel is designed as the principal panel. Failure to extend the label. Use of statements not required. Greater conspicuousness to material not required. Smallness or style of type, insufficient background contrasts, obscuring designs or vignettes or crowding with other printed or graphic matter. That is the yardstick that the Department has set out as their yardstick for determining whether or not the label that you present is prominent and conspicuous.

What does it all mean?

I hear a lot of talk and discussion about panels and some people have the idea that you have to have all your information on four panels. Well, that is only in the event that you design your label so as to show that it has four main panels, but if you just make one main panel, then this information is required on just the one main panel. If there are two main panels, then it should be on the two, but in each instance you design it with the idea in mind that it should not be false or misleading and the information required by Congress should be prominent and conspicuously displayed.

New Label Design a Composite Job

When you get down to the question of labels, it would be well if the industry could get together with their designers. You know, you can develop a swell sales argument but when it comes to putting four or five items that Congress asks for on your label, then everyone becomes very dense and it is so difficult. Really, all that is being asked is that you declare this information in a way that the public who buy it, can read it under ordinary conditions and that it is in terms that the ordinary individual can read. Now if your production manager, your sales manager, your advertising manager and your technical director would get together and not let the sales manager have all the say or the advertising manager have all the say, I think a lot of this trouble could be avoided.

In this law you will find that your technical director will have to be listened to quite carefully, because not only in so far as the Food and Drug law is concerned but in so far as the Wheeler-Lea Bill is concerned, if you make the statement in your advertising or on your label concerning the claim as to value or quality of the product you are selling, you should have supporting data to

back up that claim and your technical man becomes a very, very important part of your organization.

Before I conclude I want to impress upon you all that the Department is not starting off on the enforcement of this law with the idea of building up seizures, prosecutions, etc. You have heard me refer to that several times earlier in my remarks. Well, what we want is compliance, and the Department really doesn't want that except that they are the monitor who has to see that there is compliance with the law. We prefer to see you and the consumer get together and for you to tell the consumer what you are really selling, fairly and frankly,—sort of really let your hair down and tell the customer frankly what you are selling.

In conclusion, may I repeat that the approach to this law should be made with sincere cooperation. You know cooperation works on both sides, not just from your side, not just from the Department's side,—but both of you. Neither the Government nor industry has all of the answers. Tolerance must be shown on both sides. I would advise that you take your problems concerning the law to the Food and Drug Administration, but in a manner which I have indicated, and I think that you will find that this law, instead of causing any jittery feeling among you, will prove to be a law you're glad to have on the books.

In most respects the law and the regulations are so obvious that the application of a little horse sense will give you the answer. There are some matters, however, that both Government and industry should sit down and frankly discuss; some of these questions will come up, will cause considerable thought on both sides and I think before the Department makes a quick decision, they should have all of the facts. But again, they should be facts.

The facilities of the Food and Drug Administration are limited. Therefore, you should do your part in presenting only real problems for solution. Don't press problems in which the only purpose is to find your way around the law. Rather consider this an opportunity to frankly tell the consumer the full facts. Remember also that the more frank and honest you are with the consumer, the less need you will have for governmental regulation. Instead of viewing the Food and Drug and Cosmetic Act with critical and resentful eyes, rather view it as Congress intended it to be,—a medium for winning public favor.

Fancy Package Goods Committee

The following is one of the important resolutions adopted at the 56th Annual Convention of the National Confectioners Association, held in Chicago, May 22 to 25:

"Resolved that a committee of four fancy package goods manufacturers, with a practical knowledge of the fancy package goods business, be named to assist W. Parker Jones, general counsel, and the Legislative Committee, in their presentation before the Food and Drug Administration of labeling problems affecting fancy package goods."

The committee consists of the following: J. M. Gleason, W. F. Schrafft & Sons Corp., Boston, Mass.; L. L. McIlhenney, Stephen F. Whitman & Sons, Inc., Philadelphia, Pa., and others yet to be named.

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